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AMERICAN RADIO

SPRING 1981 REPORT

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Volume VI, Number 1

INTRODUCTION

This is the 11th edition of American Radio. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definitions pages at the beginning of Section B. This will help you understand all of the information given in the Individual Market Reports. However, if you have any questions please feel free to call me. I figure that my time and my call back to you is part of the subscription price. Also I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published market reports are included if they were received by August 22,1981.

Work on this edition was completed on September 2,1981. Mailing will begin on September 8,1981. Working on such tight deadlines may cause production problems. If your copy is defective in any way let me know and I will promptly mail another copy to you.

This edition is dedicated with great affection and thanks to Jan Duncan.

HIGHLIGHTS AND COMMENTS

This is the 11th edition of American Radio and this month (September) marks the fifth anniversary of the publication of the first edition back in 1976. I am most pleased and proud about the support I have received from the radio industry. That first issue sold only about 200 copies but almost 10,000 copies have been sold since then.

Recently I reviewed my subscriber list for that first edition. I picked out those people and companies which purchased the first edition and have purchased every issue since then. My thanks to all of you for your support during the last five years and a special thanks to my charter subscribers listed below:

Booth Bdcst - John Booth II
WVIC - Joe Buys
WMUS - Tim Achterhoff
Jim Stansell
Dave Hicks - WKFR
Cox Broadcasting
Doubleday - Gary Stevens
WCCW - John Anderson
McKenna, Wilkinson, Kittner
Bonneville
RAB
Park Broadcasting - Roger Turner
Holt Corporation
TM
RKO Rep
Westinghouse - Dick Harris,Roy Shapiro
Crisler
NBC - Chuck Renwick
Nationwide
Malrite
Midwest TV - Jack Everette
WOOK-WALT - Ed Holladay
WIKY - John Engelbrecht
RKO - Dwight Case
J.N. Wells Co.
Taft - Carl Wagner
Greater Media - Julian Breen
KOSI - Al Perry
DWJ Associates
KalaMusic - Stephen Trivers
Dick Rakovan
Kepper and Associates
Ron Cutler
Larry Lichty
John Bayliss
McCormick - Bill McCormick
WOAI - John Barger
Chapman
WRVA
Blackburn
KASE/KVET - Ron Rogers
Torbet - Peter Moore
Southern Broadcasting
EZ - Art Keller
Schulke Radio Productions
Drake - Chenault
WLAC
Katz Agency - Bill Schrank
Paul Kagan
Major Market Radio
Blair Radio - Bob Galen
Norman Fischer
WBNS
WVBF - Jay Williams
UPI - Gordon Rice
Corp for Public Bdcst
WEZN - Dick Ferguson
Insilco
Mid America
GCC -John Tenaglia
BENI
WMCA
WKBZ - George Corwin
Federated Media - John Dille III
Dick Foreman
Fred Tascone
Dick Janssen
Hugh Barr
Rand Gottleib
Howard Frederick

Bill McClenaghan

COUNTRY AND BIG BAND/NOSTALGIA POST IMPRESSIVE GAINS

Perhaps the biggest story from this Spring's sweeps is the dramatic growth in audience for the Country and Big Band/Nostalgia formats. Country's share of audience is up a stunning 18.1% in the last year. Big Band/Nostalgia is up over 218% although from a much smaller base. Rock/AOR/Contemp and Beautiful Music showed the greatest declines although News/Talk and Black/Urban also fell.

One interesting note about the gains for Country: the number of stations programming the format grew by only 3.5%

LEADING STATIONS

WBLS remains the highest rated station (1/4 HR AVG). Stations in the top 100 making large gains include: WOR, WNBC, KABC, WPLJ, WYNY, WCOZ, KLOS, WMGK, KMJQ, WPIX, WLLZ, WDAS, WXKS-F, WLS-F, KSOL, KSTP, KSCS, WSOC, KHTZ, WDVE KSFO, WIFI, KILT, XTRA, WMET, WFBQ, KIQQ and WIVK.

OTHER LEADERS:
Teens - WPLJ
18-34 - WBLS
18-49 - WBLS
25-54 - WBLS
35-64 - WOR
AMD - WOR
TSA CUME - WNBC
Cume Rating - WWNC (Ashville)
Metro Share - WWNC
FM Station Share - WIVK (Knoxville)

AUDIENCE LEVELS RISE

Radio's audience levels have climbed significantly in the last year. There are probably two reasons for this. First of all Arbitron used population estimates based on preliminary 1980 census data. Thus the population base increased in most markets. Secondly the Average Person Rating jumped from 15.42% to 16.04%--a gain of 4%. Thus people were listening more. Utica had the highest APR (20.0) and Lynchburg the lowest (12.2).

RADIO COST-PER-THOUSAND

Radio's CPM's showed the smallest increase in the last five years. It was only 6.73% compared to an average of 12.53% in each of the previous four years. Actual dollar increases were probably close to those of the previous years. However, the increase in audience levels helped to maintain efficiencies.

The average 12+ CPM is now $3.17. Steubenville, Manchester and Stockton were the most expensive markets. Knoxville, New York and Baton Rouge were the least expensive.

FM SHARE CONTINUES TO GROW

The national FM share is now 57.353% an increase of 5.7% over 1980 levels. The rate of increase has declined for three straight years, but this is misleading since the growth rate had to slow once the share rose above 50%.

Greenville-New Bern, Lancaster and Lansing have the highest FM share of listening and Honolulu, Ashville and Altoona have the lowest.

You will note that the regular feature "100 Leading FM Stations" has been deleted from this issue. I no longer feel that table is needed.

AMERICA'S LEADING STATIONS BY FORMAT

Per your many requests I have listed America's leading stations by format or format groupings. This new feature can be found beginning on A-24. Those tables took a lot of work--hope you like it.

ROCK/TOP 40/CONTEMP - WNBC
AOR - WPLJ-F
AC/SOFT ROCK/OLDIES - WYNY-F
MOR - WGN
BTFL MUSIC - WRFM-F
BIG BAND - WNEW
NEWS/TALK - WOR
COUNTRY - WMAQ
BLACK/URBAN - WBLS-F
SPANISH - WADO
RELIGION - KBRT
CLASSICAL - WQXR-F

GROUP OWNERS

Some of the groups showing significant growth in the last year include NBC, Century, Gannett, Storz, Doubleday, Malrite, Metroplex, Susquehanna, Scripps-Howard and Guy Gannett.

New groups qualifying for the first time include Liggett, Security, Manship, Crawford, Eastman, Executive, Forward, Mortenson, Epperson and Walton.

OTHER LEADERS

Revenue per capita: Fargo the highest and Anchorage the lowest.
Profit per capita: Wheeling the highest and Pueblo the lowest.
National revenue per capita: San Francisco the highest and Anaheim the lowest.
Profit Margin: Columbus, OH, Atlanta and Wheeling the highest.

Radio Reps: Katz leads followed by Eastman, Mc-Guild, Torbet and Blair.

Syndicators/Consultants: Burkhart-Abrams continues to lead. Al Ham shows the greatest increase.

WMAQ shows up in more Arbitron markets than any other station (12).
WWSH-F shows up in more Arbitron markets than any FM station (7).

GREATEST SHARE INCREASE: KLLL-F in Lubbock, TX +12.7

GREATEST SHARE LOSS: KYYA-F in Billings, MT -10.7

About a year ago I received a letter from Bill Rust in which he claimed that some of my power and HAAT figures were inaccurate. I double-checked my sources (in this case SRDS) and wrote back to Bill saying I thought my figures were OK. Bill wrote again saying, in effect, don't mess with an old engineer. He said that often certain stations will hype or hide their true figure in SRDS and Broadcasting Yearbook.

I had seen some weird format descriptions in SRDS (beautiful music described as contemporary, black described as MOR, etc.), but I didn't think anyone would be deceitful about their power and HAAT. I was wrong--another blow to innocense and idealism. Many stations are deceitful or dishonest in their station listings.

I find such actions to be utterly contemptible. From now on I will make note of any stations which I find are not publishing accurate data in SRDS. This will probably cost me a few subscribers, but I really don't care. Such deceit can only do harm to all stations.

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Allen-Beth-East
Altoona
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Anaheim
Anchorage
Appleton-Oshkosh
Asheville
Atlanta
Atlantic City
Augusta
Austin
Bakersfield
Baltimore
Baton Rouge
Beaumont
Billings
Binghampton
Birmingham
Bloomington, Ill
Boise
Boston
Bridgeport
Buffalo
Canton
Cedar Rapids
Charleston, SC
Charleston, WV
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Spr
Columbia, SC
Columbus, GA
Columbus, OH
Corpus Christi
Dallas-FW
Daven-RI-Mol
Dayton
Daytona Beach
Denver
Des Moines
Detroit
Duluth
El Paso
Erie
Eugene-Spr
Evansville
Fargo
Fayetteville
Flint
Ft. Lauderdale
Ft. Wayne
Fresno
Grand Rapids
Green Bay
Greens-WS
Greenville-NB
Greenville, SC
Harrisburg
Hartford
Honolulu
Houston
Huntington
Huntsville
Indianapolis
Jackson, MS
Jacksonville
Joh City-King-Bri
Johnstown
Kalamazoo
Kansas City
Knoxville
Lafayette
Lakeland
Lancaster
Lansing
Las Vegas
Lexington
Lincoln
Little Rock
Los Angeles
Louisville
Lubbock
Lynchburg
Macon
Madison
Manchester
McAllen-Browns
Medford
Melb-Titus-Cocoa
Memphis
Miami
Milwaukee
Minn-SP
Mobile
Modesto
Montgomery
Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
NE PA
Oklahoma City
Omaha
Orlando
Pensacola
Peoria

Philadelphia
Phoenix
Pittsburgh
Portalnd, ME
Portland, OR
Providence
Pueblo
Raleigh
Reading
Reno
Richland, WA
Richmond
Riverside-SB-Ont
Roanoke
Rochester
Rockford
Sacramento
Saginaw
St. Louis
Salinas-Seaside
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Sarasota
Savannah
Seattle-Tacoma
Shreveport
Sioux Falls
South Bend
Spokane
Springfield,MA
Springfield, MO
Steubenville
Stockton
Syracuse
Tallahassee
Tampa-St. Pete
Terre Haute
Toledo
Topeka
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C3 Albany, OR; Alexandria, LA; Ann Arbor, MI; Augusta, ME
C4 Bangor, ME; Battle Creek,MI: Beckley, WV
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C6 Bismarck, ND; Boulder, CO; Bozeman, MT
C7 Burlington, VT; Cape Cod, MA; Casper, WY
C8 Charlottesville, VA; Champaign, IL; Cheyeene, WY
C9 Chico, CA; Danbury, CT; Danville, IL; Dothan, AL
C10 Dubuque, IA; Eau Claire, WI; Fayetteville, AR
C11 Fort Myers, FL; Ft. Pierce, FL; Ft. Smith, AR
C12 Ft. Walton Beach, FL; Frederick, MD; Grand Forks, ND; Grand Junction, CO
C13 Great Falls, MT; Hagerstown, MD; Ithaca, NY; Joplin, MO
C14 Killeen, TX; La Crosse, WI; Lafayette, Ind
C15 Lake Charles, LA; Lawton, OK: Long Branch, NJ; Longview, TX
C16 Minot, ND; Monroe, LA; Morristown, NJ; Muskegon, MI
C17 New Bedford, MA; Odessa, TX; Ogden, UT; Owensboro, KY
C18 Palm Springs, CA; Panama City, FL; Parkersburg, WV; Plattsburgh, NY
C19 Poughkeepsie, NY; Provo, UT; Rapid City, SD; Redding, CA
C20 Rochester, MN; St. Cloud, MN; Salem,OR; San Angelo, TX
C21 Santa Barbara, CA; Santa Fe; Santa Rosa
C22 Sioux City, IA; Springfield, Il; Staunton, VA; Texarkana, TX
C23 Twin Falls, ID; Victoria, TX; Waterbury, CT
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C25 Yuma, AZ
C25 Metro Share Leaders - ARB Condensed Markets

Mediastat Non-Monthly Reports

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C27 Charleston,IL; Jacksonville,IL; Anderson, IN; Bloomington, IN; Kokomo, IN; Marion, IN; Valparaiso, IN
C28 Murray,KY; Crowley,LA; Leesville,LA; Aroostook County,ME; Cambridge,MD; Salisbury, MD; Jackson, MI
C29 Marquette,MI; Mount Pleasant,MI; Niles,MI; Meridian,MS; Oxford,MS; Butte,MT; Franklin,NH
C30 Hobbs,NM; Roswell,NM; Elmira,NY; Burlington,NC; Roanoke Rapids,NC: Shelby,NC; Southern Pines,NC: Dickinson,ND
C31 Minot,ND; Middletown, OH; Enid,OK; Indiana,PA; Anderson,SC; Georgeotwn,SC; Rock Hill, SC; Sumter, SC
C32 Aberdeen,SD; Huron,SD; Marshall,TX; Tyler,TX; Winchester,VA; Beloit,WI; Rice Lake,WI
C33 Gillette,WY; Norwalk,CT; Columbus,MS; Lima,OH; Petersburg, VA

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

	STATION	MARKET	1/4 HR AVG	FORMAT	OWNER	A/M 80 RANK
1.	WBLS-F	New York	1871	Black	Inner City	1
2.	WOR	New York	1655	Talk	RKO	5
3.	WKTU-F	New York	1616	Urban	SJR	2
4.	WNBC	New York	1537	Contemp	NBC	7
5.	WCBS	New York	1356	News	CBS	3
6.	WABC	New York	1313	Contemp	ABC	6
7.	KABC	Los Angeles	1305	Talk	ABC	17
8.	WRFM-F	New York	1279	BTFL	Bonneville	10
9.	WGN	Chicago	1254	MOR/Talk	WGN Cont	4
10.	WPLJ-F	New York	1170	AOR	ABC	15
11.	WINS	New York	1078	News	Westinghouse	8
12.	WMAQ	Chicago	1067	Country	NBC	11
13.	KDKA	Pittsburgh	1057	MOR	Westinghouse	12
14.	WJR	Detroit	1029	MOR	Capital Cities	13
15.	WNEW	New York	966	Big Band	Metromedia	22
16.	KMOX	St. Louis	962	News/Talk	CBS	21
17.	WYNY-F	New York	944	AC	NBC	37
18.	WLS	Chicago	925	Rock	ABC	9
19.	WCOZ-F	Boston	923	AOR	John Blair	103
20.	WPAT-F	New York	921	BTFL	Capital Cities	19
21.	KBIG-F	Los Angeles	914	BTFL	Bonneville	23
22.	KGO	San Francisco	907	News/Talk	ABC	18
23.	KYW	Philadelphia	900	News	Westinghouse	16
24.	WBBM	Chicago	877	News	CBS	20
25.	WCCO	Minneapolis	843	MOR		14
26.	KMET-F	Los Angeles	761	AOR	Metromedia	26
27.	WNEW-F	New York	734	AOR	Metromedia	36
28.	WHN	New York	722	Country	Mutual	27
29.	WPAT	New York	707	BTFL	Capital Cities	33
30.	KNX	Los Angeles	693	News	CBS	24
31.	WLOO-F	Chicago	688	BTFL	Century	31
32.	WBAP	Dallas-FW	683	Country	Capital Cities	30
33.	KLOS-F	Los Angeles	604	AOR	ABC	99
34.	WMGK-F	Philadelphia	598	AC	Greater Media	57
35.	KMJQ-F	Houston	597	Urban	Amaturo	227
36.	WDAF	Kansas City	591	Country	Taft	43
37.	WBZ	Boston	587	MOR	Westinghouse	32
	WMCA	New York	587	Talk		25
39.	WCBS-F	New York	580	Oldies	CBS	27
40.	WPIX-F	New York	569	Rock	WGN Cont	91
41.	KFI	Los Angeles	552	AC	Cox	29
42.	KJOI-F	Los Angeles	550	BTFL	LA Coke	34
43.	WLLZ-F	Detroit	546	AOR	Doubleday	500+
44.	KFWB	Los Angeles	545	News	Westinghouse	39
45.	KRTH-F	Los Angeles	536	AC	RKO	47
46.	KRLA	Los Angeles	529	Rock		51
47.	WMMS-F	Cleveland	527	AOR	Malrite	52
	WMMR-F	Philadelphia	527	AOR	Metromedia	49
49.	WHDH	Boston	517	AC	John Blair	35
50.	WTIC	Hartford	511	MOR		39

*1/4 HR AVG, Mon-Sun, 6AM-MID, TSA. If a station shows in other markets those listeners are included providing the survey areas do not overlap.

	STATION	MARKET	1/4 HR AVG	FORMAT	OWNER	A/M 80 RANK
51.	WDAS-F	Philadel	505	Urban	NBN	70
52.	KCBS	San Fran	499	News	CBS	50
53.	WEAZ-F	Philadel	498	BTFL		67
54.	WADO	New York	491	Spanish		48
55.	WWSH-F	Philadel	487	BTFL	Cox	43
	KLAC	Los Angeles	487	Country	Metromedia	38
57.	KNX-F	Los Angeles	471	Soft Rock	CBS	63
	WXKS-F	Boston	471	Contemp/Urb	Heftel	114
59.	KIIS-F	Los Angeles	462	Disco	Gannett	54
60.	WJIB-F	Boston	454	BTFL	GE	65
61.	WLS-F	Chicago	448	Rock	ABC	151
62.	KSOL-F	San Francisco	436	Black	United	112
63.	KSTP-F	Minn-SP	433	Contemp	Hubbard	100
64.	KNBR	San Francisco	428	MOR	NBC	56
65.	KOST-F	Los Angeles	427	BTFL	Cox	66
66.	KFRC	San Francisco	423	Rock	RKO	77
	KSCS-F	Dallas-FW	423	Country	Capital Cities	107
68.	WIND	Chicago	418	Talk	Westinghouse	43
69.	WSOC-F	Charlotte	417	Country	Cox	145
70.	KHTZ-F	Los Angeles	415	Contemp	Greater Media	125
71.	WTFM-F	New York	414	AC		64
72.	WGCI-F	Chicago	412	Black	Gannett	83
73.	WDVE-F	Pittsburgh	411	AOR	Taft	128
74.	WXLO-F	New York	405	Urban	RKO	55
	WEEI	Boston	405	News	CBS	61
76.	WIP	Philadelphia	403	MOR	Metromedia	41
77.	WROR-F	Boston	401	AC	RKO	88
78.	KSFO	San Francisco	397	MOR/Talk	Golden West	185
79.	KMPC	Los Angeles	395	Talk	Golden West	75
80.	WJIT	New York	391	Spanish	SJR	79
	WAAF-F	Boston	391	AOR	Park City	79
82.	WRAL-F	Raleigh	389	Rock	Capitol	103
83.	WMAL	Washington	383	MOR	ABC	59
84.	WKQX-F	Chicago	380	AC	NBC	101
85.	WIFI-F	Philadelphia	378	Rock	GCC	213
86.	KILT-F	Houston	376	Country	LIN	271
87.	XTRA	Tijuana	373	Rock	Noble	214
88.	WMET-F	Chicago	371	AOR	Metromedia	191
89.	WJPC	Chicago	368	Black		308
90.	WFBQ-F	Indianapolis	365	Rock	Gulf/Rahall	277
91.	WPGC-F+	Washington	364	Contemp	First Media	62
92.	KIQQ-F	Los Angeles	362	Rock	Outlet	189
93.	WLAK-F	Chicago	361	BTFL	Storer	42
94.	WCLR-F	Chicago	360	MOR	Bonneville	118
95.	KVIL-F	Dallas	359	AC	Fairbanks	85
96.	WKLS-F	Atlanta	357	AOR	SJR	130
97.	WIVK-F	Knoxville	355	Country	Dick	214
98.	WQXR-F+	New York	354	Classical	NY Times	72
99.	WZGC-F	Atlanta	350	Contemp	Heftel	101
100.	WLUP-F	Chicago	349	AOR	Heftel	58

101.	WRIF-F	Detroit	346
102.	WGCL-F	Cleveland	345
103.	KWST-F	Los Angeles	343
104.	CKLW	Detroit	340
105.	WNCN-F	New York	339
	WAIT	Chicago	339
107.	WIOQ-F	Philadelphia	337
	KFAB	Omaha	337
109.	WWDB-F	Philadelphia	336
110.	WLW	Cincinnati	328
111.	WWJ	Detroit	326
112.	WJEZ-F	Chicago	323
113.	WRQX-F	Washington	322
114.	WBCN-F	Boston	320
115.	WBAL	Baltimore	319
116.	KMEL-F	San Franicsco	317
	WHIO-F	Dayton	317
118.	WGAY-F	Washington	316
119.	WWWW-F	Detroit	315
120.	KBPI-F	Denver	314
121.	WNIC-F	Detroit	313
122.	WYSP-F	Philadelphia	311
	KSSN-F	Little Rock	311
124.	WWDC-F	Washington	309
125.	WHYI-F	Miami	307
126.	KUTE-F	Los Angeles	306
	KKDA-F	Dallas	306
128.	KTSA	San Antonio	304
129.	KTRH	Houston	303
130.	WJR-F	Detroit	302
	WTQR-F	Green-WS	302
	WXKX-F	Pittsburgh	302
133.	KYUU-F	San Francisco	301
	WRBQ-F	Tampa	301
135.	WWBA-F	Tampa	300
136.	WVBF-F	Boston	298
	WSB	Atlanta	298
	KRLD	Dallas	298
139.	WIBC	Indianapolis	297
140.	WSHH-F	Pittsburgh	295
141.	WOWO	Fort Wayne	294
142.	WFYR-F	Chicago	293
	KKYX	San Antonio	293
	WJYE-F	Buffalo	293
145.	KVOO	Tulsa	292
146.	WMJC-F	Detroit	290
147.	WBMX-F	Chicago	289
148.	KIKK-F	Houston	288
	WIYY-F	Baltimore	288
150.	WTMJ	Milwaukee	287
	WXLK-F	Roanoke	287
152.	KABL-F	San Francisco	284
	WGY	Schenectady	284
154.	WOKI-F	Knoxville	281
	KYND-F	Houston	281
156.	WQAL-F	Cleveland	280
157.	WCAU-F	Philadelphia	279
	KSHE-F	St. Louis	279
	WNWS	Miami	279
160.	KIRO	Seattle	278
161.	WKHK-F	New York	277
162.	WPEN	Philadelphia	276
	WEEI-F	Boston	276
	WLVQ-F	Columbus	276
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169.	WKYS-F	Washington	272
	WEZW-F	Milwaukee	272
171.	WZZP-F	Cleveland	271
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	WXTZ	Indianapolis	271
174.	KOA	Denver	270
175.	KLOL-F	Houston	267
176.	WQYK-F	Tampa	266
177.	WPRO-F	Providence	265
178.	KTNQ	Los Angeles	263
179.	WXYZ	Detroit	259
180.	WOMC-F	Detroit	257
	KMEZ-F	Dallas	257
182.	WABX-F	Detroit	256
183.	WBBM-F	Chicago	255
	WEZO-F	Rochester	255
	WISN	Milwaukee	255
186.	KRBE-F	Houston	254
187.	WPOC-F	Baltimore	253
	WRVA	Richmond	253
	WHO	Des Moines	253
190.	WDGY	Minn-SP	252
191.	KIOI-F	San Francisco	251
192.	WCZY-F	Detroit	250
193.	WCXI	Detroit	249
	KZAP-F	Sacramento	249
	WXYV-F	Baltimore	249
196.	WWWE	Cleveland	248
	KODA-F	Houston	248
198.	WQXI-F	Atlanta	247
	WBEN	Buffalo	247
	WBEN-F	Buffalo	247

201.	KKGO-F	LA	246
	WKRQ-F	Cin	246
	KZEW-F	Dall	246
	WRHC	Miami	246
205.	WROQ-F	Charl	245
	WTAE	Pitts	245
207.	WNDU-F	S Bend	243
	WVEE-F	Atl	243
209.	KNEW	SF	242
210.	KZLA-F	LA	239
	WSUN	Tampa	239
212.	WZZK-F	Birm	238
	WAMO-F	Pitts	238
	KPLX-F	D-FW	238
215.	KEZK-F	St Lou	236
	WNCI-F	Colum	236
	WEEP	Pitts	236
218.	WHK	Cleve	234
	KROQ-F	LA	234
220.	WNAP-F	Indy	232
	WCAU	Phil	232
222.	WVKX-F+	Wash	230
	KYYS-F	K City	230
	WWWK-F	St. Lou	230
	KOMO	Sea	230
226.	KJQY-F	SD	229
	KDWB-F	Minn	229
	WJYW-F	Tampa	229
229.	WINZ-F	Miami	228
	WASH-F	Wash	228
	WXKS	Bost	228
	KRAK	Sacra	228
233.	WDRQ-F	Det	227
	WLYF-F	Miami	227
235.	KMJM-F	St Lou	225
	KEGL-F	Dall	225
237.	WOW	Omaha	224
	KGON-F	Port	224
	KQRS-F+	Minn	224
	WLKW-F	Prov	224
	KPRC	Hous	224
242.	WHUR-F	Wash	223
243.	WSNI-F	Phil	221
244.	WCBM	Balt	219
	KOMA	Ok Cit	219
246.	WEZB-F	NO	218
	KTAR	Phoe	218
248.	KXOK	St Lou	217
249.	WRKO	Bost	216
	WVNJ-F	Newark	216
251.	KGBT	McA-BR	214
	WMC-F	Memp	214
253.	WQXM-F	Tampa	213
	WLTA-F	Atl	213
255.	KMEO-F	Phoe	212
	WGAR	Cleve	212
	WDIZ-F	Orl	212
258.	KJLH	LA	211
	KTXQ-F	Dall	211
	WLAV-F	GR	211
261.	WOOD-F	GR	210
262.	WFIL	Phil	209
	KOAX-F	Dall	209
264,	WCFL	Chi	208
	WBT	Charl	208
266.	WRC	Wash	207
267.	WIL-F	St Lou	206
	KSD	St Lou	206
	WKRC	Cin	206
	KBLX-F	SF	206
271.	KLZ	Denv	205
	WHCN-F	Hartf	205
	WKSS-F	Hartf	205
274.	KNIX-F	Phoe	203
275.	WFMT-F	Chi	202
	WMZQ-F	Wash	202
	WMYK-F	Norf	202
278.	WQBA	Miami	200
	WWEZ-F	Cin	200
	KOME-F	S Jose	200
281.	KWKW	LA	199
	WEBN-F	Cin	199
283.	WIOT-F	Tol	198
	WBCS-F	Milw	198
285.	KNOK-F	Dall	197
	WESC-F	Gr-Spa	197
	WINZ	Miami	197
	WAVA-F	Wash	197
289.	WANS-F	Gr-Spa	196
290.	KFYE-F	Fresno	195
291.	WJBR-F	Wilm,DE	194
	KSL	SLC	194
	WBCY-F	Charl	194
	WFLA-F	Tampa	194
295.	KEEY-F	M-SP	193
296.	WTVN	Colum	192
	WMT	C Rapi	192
298.	KIMN	Denver	191
	KACE-F	LA	191
300.	WHUD-F	NY	190
301.	WSHE-F	Miami	189
	KDAY	LA	189
	WAYL-F	M-SP	189
	KGW	Portl	189
305.	WKBW	Buff	188
	WGR	Buff	188
307.	WPRO	Prov	187
	WWSW-F	Pitts	187
	WRVQ-F	Rich	187
310.	KMBR-F	Kans C	186
	WTWR-F	Det	186
312.	KOSI-F	Denv	185
	WPCH-F	Atl	185
	WFBR	Balt	185
	WKXX-F	Birm	185
316.	WLAP-F	Lex	184
	WCMS-F	Norf	184
	WZXR-F	Memp	184
	WHAS	Louis	184
	KFOG-F	SF	184
321.	KGFJ	LA	183
	WPNT-F	Pitts	183
323.	WTIX	NO	182
	WHUE-F	Bost	182
325,	WBLI-F	L Isl	181
	WWKX-F	Nashv	181
	WEZI-F	Memp	181
	WKEE-F	Hunt	181
329.	KDFC-F+	SF	180
330.	KRLY-F	Hous	179
331.	WRKZ-F	Lanc	178
332.	KSEA-F	Sea	177
333.	WPXY-F	Albany	176
	WRCH-F	Hartf	176
	WDBO-F	Orl	176
336.	KOIT-F	SF	175
	WXGT-F	Colum	175
	WFMS-F	Indy	175
339.	WFMF-F	B Rouge	174
	WIOD-F	Miami	174
	WKQS-F	Miami	174
	WAMZ-F	Louis	174
	WKTZ-F	Jckv	174
344.	WUSL-F	Phil	173
	WYNK-F	B Rouge	173
346.	KSLQ-F	St Lou	172
347.	KABL	SF	171
	WAIL-F	NO	171
	KNUS-F	Dall	171
	WFAA	Dall	171

	WIKS-F	Indy	171
	WEZK-F	Knox	171
353.	WHLI	L Isl	170
	WJMD-F	Wash	170
355.	KOAQ-F	Denv	169
	KSFI-F	SLC	169
	KCEZ-F	Kan Ci	169
	KGB-F	SD	169
	WWJ-F	Det	169
360.	KBAY-F	S Jose	168
	KJR	Sea	168
	WSYR-F	Syra	168
	WKBN-F	Young	168
364.	WEZC-F	Charl	167
	WBSB-F	Balt	167
	KSAN-F	SF	167
	WJLB-F	Det	167
368.	WNJR	Newark	166
369.	WEFM-F	Chi	165
	WCKX-F	Tampa	165
371.	WPJB-F	Prov	164
	WLPX-F	Milw	164
	KUPL-F	Port	164
374.	KLVE-F	LA	163
	WGRQ-F	Buff	163
	WPLO	Atl	163
377.	KRMG	Tulsa	162
	WAXY-F	Miami	162
	KEX	Port	162
	KMBZ	Kan Ci	162
	WKSW-F	Cleve	162
382.	WOAI	SA	161
	WSIX-F	Nashv	161
	WCOS-F	Col,SC	161
	KOY	Phoe	161
	KQYT-F	Phoe	161
387.	WWVA	Wheel	160
388.	WSTW-F	Wilm,DE	159
	KEBC-F	Ok Cit	159
	WMC	Memp	159
391.	KAZY-F	Denver	158
	KPRS-F	Kan Ci	158
	WERE	Cleve	158
	WOOK-F	Wash	158
395.	WGRD-F	GR	157
	KSFX-F	SF	157
	KZZP-F	Phoe	157
	WTLC-F	Indy	157
399.	KFMK-F	Hous	156
	WLBS-F	Det	156
	KFAC-F	LA	156
	WTOP	Wash	156
	WIRE	Indy	156
404.	KCMO	Kan Ci	155
405.	WITS	Bost	154
	KALI	LA	154
	WYNF-F	Tampa	154
	WSM	Nashv	154
	KLIR-F	Denv	154
410.	WLQR-F	Tol	153
	KOFM-F	Ok Cit	153
	KDKB-F	Phoe	153
	WMAR-F	Balt	153
	KSFM-F	Sacra	153
	WVON	Chi	153
	WFLN-F+	Phil	153
417.	WLIB	NY	152
	WSSH-F	Bost	152
	KYGO-F	Denv	152
420.	WYYD-F	Ral	151
	KFMB	SD	151
422.	WSRS-F	Worc	150
	KXL-F	Port	150
	WQAM	Miami	150
425.	WRTH	St Lou	149
	KVI	Sea	149
	WHAM	Roch	149
	WQDR-F	Ral	149
	WPTF	Ral	149
430.	WLEV-F	All-Be	148
	KSD-F	St Lou	148
	WJMI-F	Jack,MS	148
433.	WHRK-F	Memp	147
	WMPS	Memp	147
	KOPA-F	Phoe	147
436.	KING	Sea	146
	KSO	Des M	146
	KTOK	Ok Cit	146
	KKNG-F	Ok Cit	146
440.	WSYR	Syra	145
	KNOB-F	LA	145
	WGPR-F	Det	145
	WLOL-F	M-SP	145
	WMHE-F	Toledo	145
445.	WCKY	Cin	144
	WRNO-F	NO	144
	KHOW	Denv	144
	WIVY-F	Jckv	144
	WKSJ-F	Mobile	144
450.	KQXT-F	SA	143
	WXKW-F	All-Be	143
	KLOK	San Jo	143
	WLIR-F	L Isl	143
454.	WNOE-F	NO	142
	WKDF-F	Nashv	142
	WENN-F	Birm	142
457.	WSEZ-F	Gr-WS	141
458.	WXRT-F	Chi	140
	WWWM-F	Cleve	140
	WAXX-F	Eau Cl	140
461.	WBAB-F	L Isl	139
	WCCO-F	M-SP	139
	WKCI-F	New Ha	139
	WQFM-F	Milw	139
	WVEZ-F	Louis	139
	KEZO-F	Omaha	139
467.	WBEQ-F	Kan Ci	138
	WTUE-F	Dayt	138
	WBIE-F	Atl	138
	WYDD-F	Pitts	138
	WEDR-F	Miami	138
	WGLD-F	Gr-WS	138
473.	WKQQ-F	Lex	137
	WQSM-F	Fayet	137
	WEAT-F	W Palm	137
	WWWL-F	Miami	137
	WCMQ-F	Miami	137
	KSDO	SD	137
	KENR	Hous	137
480.	WCTC-F	New Br	136
	KNBQ-F	Tacoma	136
482.	WGMS-F+	Wash	135
483.	WHLY-F	Orl	134
	WHYN	Spr, MA	134
	WIXX-F	Gr Bay	134
486.	WSKZ-F	Chatt	133
	WRRM-F	Cin	133
	KYYX-F	Sea	133
489.	WBYU-F	NO	132
490.	WZUU-F	Milw	131
	WQXA-F	York	131
	KMJ	Fresno	131
	KIKI	Hono	131
494.	KTTS-F	Spr,MO	130
	WZEE-F	Madis	130
496.	WZZO-F	All-Be	129
	KILT	Hous	129
	WBBQ-F	Augus	129
	WQIK-F	Jcksv	129
	KWTO	Spr,MO	129
	KWTO-F	Spr, MO	129
	KRAV-F	Tulsa	129

AMERICA'S LEADING STATIONS-TEENS*

1.	WPLJ-F	New York
2.	WBLS-F	New York
3.	WKTU-F	New York
4.	WCOZ-F	Boston
5.	WPIX-F	New York
6.	WNBC	New York
7.	WLLZ-F	Detroit
8.	KSOL	San Francisco
9.	KMET-F	Los Angeles
10.	KFRC	San Francisco
	KMJQ-F	Houston
12.	WLS	Chicago
13.	WLS-F	Chicago
14.	WIFI-F	Philadelphia
15.	KLOS-F	Los Angeles
16.	WMET-F	Chicago
17.	WLUP-F	Chicago
	KRBE-F	Houston
19.	WMMR-F	Philadelphia
20.	KIIS-F	Los Angeles
21.	WWDC-F	Washington
22.	WDAS-F	Philadelphia
23.	WWWK-F	St. Louis
	WXKX-F	Pittsburgh
	XTRA	Los Angeles
26.	WJPC	Chicago
27.	WABC	New York
	KLOL-F	Houston
29.	KWST-F	Los Angeles
30.	WZGC-F	Atlanta
31.	WXLO-F	New York
32.	KIQQ-F	Los Angeles
	WYSP-F	Philadelphia
34.	KISW-F	Seattle
35.	WKLS-F	Atlanta
36.	WIYY-F	Baltimore
	KUTE-F	Los Angeles
	WGCI-F	Chicago
39.	KDWB-F	Minn-SP
40.	WDRQ-F	Detroit
41.	WDVE-F	Pittsburgh
	WRQX-F	Washington
43.	KZAP-F	Sacramento
44.	KGFJ	Los Angeles
	KMJM-F	St. Louis
46.	KRLA	Los Angeles
	KNUS-F	Dallas-FW
48.	WAMO-F	Pittsburgh
	KBPI-F	Denver
50.	KKDA-F	Dallas
	KROQ-F	Los Angeles
52.	WPGC-F+	Washington
	KYYS-F	Kansas City
54.	WINZ-F	Miami
55.	KGON-F	Portland
	WAIL-F	New Orleans
57.	KTXQ-F	Dallas
58.	WXKS-F	Boston
	KRLY-F	Houston
60.	WVBF-F	Boston
	WABX-F	Detroit
	KEGL-F	Dallas
	WGRQ-F	Buffalo
64.	WEZB-F	New Orleans
	WYNY-F	New York
66.	KUPD-F	Phoenix
	WXGT-F	Columbus
68.	KILT-F	Houston
	KSTP-F	Minn-SP
	WQXM-F	Tampa
71.	KMEL-F	Los Angeles
	KOPA-F	Phoenix
	WGCL-F	Cleveland
74.	WPJB-F	Providence
	WRIF-F	Detroit
	WLPX-F	Milwaukee
77.	KSHE-F	St. Louis
	KOME-F	San Jose
	KDAY	Los Angeles
	WKQX-F	Chicago
81.	WKRQ-F	Cincinnati
	WEBN-F	Cincinnati
	KQRS-F+	Minn-SP
	WXYV-F	Baltimore
85.	WBMX-F	Chicago
	WMMS-F	Cleveland
	WVEE-F	Atlanta
	KOAQ-F	Denver
89.	WKXX-F	Birmingham
	KPLX-F	Dallas
91.	KNOK-F	Dallas
	WRBQ-F	Tampa
	KTFM-F	San Antonio
94.	KNBQ-F	Seattle
	WFBQ-F	Indianapolis
	KWK	St. Louis
	WKDF-F	Nashville
98.	WLYT-F	Cleveland
	KSFM-F	Sacramento
100.	KZZP-F	Phoenix
	WTLC-F	Indianapolis
	WHYI-F	Miami

*Based on Metro Teens, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 18-34*

1.	WBLS-F	New York
2.	WKTU-F	New York
3.	WPLJ-F	New York
4.	WNEW-F	New York
5.	WYNY-F	New York
6.	WABC	New York
7.	WNBC	New York
8.	KMET-F	Los Angeles
9.	KLOS-F	Los Angeles
10.	WCOZ-F	Boston
11.	KRTH-F	Los Angeles
	WMGK-F	Philadelphia
13.	KRLA	Los Angeles
14.	WLS-F	Chicago
15.	KNX-F	Los Angeles
16.	KHTZ-F	Los Angeles
17.	KMJQ-F	Houston
18.	WCBS-F	New York
19.	WLLZ-F	Detroit
20.	WDAS-F	Philadelphia
21.	WTFM-F	New York
22.	WXKS-F	Boston
23.	WGCI-F	Chicago
24.	WPIX-F	New York
25.	KMEL-F	San Francisco
26.	WXLO-F	New York
	WLS	Chicago
28.	WMET-F	Chicago
	KIIS-F	Los Angeles
30.	WKQX-F	Chicago
	KSTP-F	Minn-SP
32.	WFYR-F	Chicago
33.	KVIL-F	Dallas
34.	WMMR-F	Philadelphia
35.	WNIC-F	Detroit
36.	WRIF-F	Detroit
37.	KWST-F	Los Angeles
38.	KSOL-F	San Francisco
	WMMS-F	Cleveland
40.	WIOQ-F	Philadelphia
	WLUP-F	Chicago
42.	WCLR-F	Chicago
43.	KIQQ-F	Los Angeles
	KILT-F	Houston
45.	WDVE-F	Pittsburgh
46.	WROR-F	Boston
	WJPC	Chicago
48.	KSHE-F	St. Louis
49.	WKLS-F	Atlanta
	WMJC-F	Detroit
51.	KYUU-F	San Francisco
52.	KABC	Los Angeles
53.	KZEW-F	Dallas
54.	WIYY-F	Baltimore
55.	WPGC-F+	Washington
56.	KIOI-F	San Francisco
57.	WLVQ-F	Columbus
58.	KSCS-F	Fort Worth
	WABX-F	Detroit
	WBMX-F	Chicago
61.	WBCN-F	Boston
	WRQX-F	Washington
	WCAU-F	Philadelphia
	KLOL-F	Houston
65.	KJLH-F	Los Angeles
66.	KBPI-F	Denver
67.	WQXI-F	Atlanta
68.	WKYS-F	Washington
	KUTE-F	Los Angeles
70.	KFRC	San Francisco
71.	WINS	New York
72.	KFI	Los Angeles
73.	KROQ-F	Los Angeles
74.	KISW-F	Seattle
75.	WWDC-F	Washington
	WXYV-F	Baltimore
77.	KBIG-F	Los Angeles
	KTNQ	Los Angeles
	WBBM-F	Chicago
80.	KGB-F	San Diego
	KBLX-F	San Francisco
82.	WVEE-F	Atlanta
83.	KACE-F	Los Angeles
84.	WAVA-F	Washington
	KOME-F	San Jose
86.	WASH-F	Washington
	KKDA-F	Dallas
88.	KEGL-F	Dallas
89.	KQRS-F+	Minn-SP
90.	WRBQ-F	Tampa
91.	WIFI-F	Philadelphia
92.	KFMK-F	Houston
	KTXQ-F	Dallas
94.	WZGC-F	Atlanta
	WPRO-F	Providence
96.	KIKK-F	Houston
	WVBF-F	Boston
98.	KYW	Philadelphia
99.	WEEI-F	Boston
	WRFM-F	New York

*Based on Adults, 18-34, Metro, Braodcast Week, 1/4 HR

AMERICA'S LEADING STATIONS - ADULTS 18-49*

1.	WBLS-F	New York
2.	WKTU-F	New York
3.	WNBC	New York
4.	WABC	New York
5.	WYNY-F	New York
6.	WPLJ-F	New York
7.	WNEW-F	New York
8.	WCBS-F	New York
9.	KMET-F	Los Angeles
10.	WMGK-F	Philadelphia
11.	KABC	Los Angeles
12.	WINS	New York
13.	KRLA	Los Angeles
14.	WRFM-F	New York
15.	WGN	Chicago
16.	KRTH-F	Los Angeles
17.	KBIG-F	Los Angeles
18.	WPAT-F	New York
	KLOS-F	Los Angeles
20.	KMJQ-F	Houston
21.	WCBS	New York
22.	KHTZ-F	Los Angeles
23.	KNX-F	Los Angeles
24.	WTFM-F	New York
25.	WOR	New York
	WCOZ-F	New York
27.	WDAS-F	Philadelphia
28.	WLS	Chicago
	WHN	New York
30.	WGCI-F	Chicago
	KDKA	Pittsburgh
32.	WNEW	New York
33.	KYW	Philadelphia
34.	WLS-F	Chicago
35.	KILT-F	Houston
36.	WPIX-F	New York
37.	KSTP-F	Minn-SP
38.	WXKS-F	Boston
39.	KVIL-F	Dallas
40.	WKQX-F	Chicago
41.	WCLR-F	Chicago
42.	KIIS-F	Los Angeles
	KSCS-F	Dallas-FW
44.	WLLZ-F	Detroit
45.	WROR-F	Boston
	WLOO-F	Chicago
47.	WXLO-F	New York
48.	KMOX	St. Louis
49.	WFYR-F	Chicago
50.	KIQQ-F	Los Angeles
51.	KYUU-F	San Francisco
52.	WMAQ	Chicago
	WJPC	Chicago
54.	WHDH	Boston
55.	WNIC-F	Detroit
56.	WBBM	Chicago
57.	KMEL-F	San Francisco
58.	WJIT	New York
	KSOL-F	San Francisco
60.	KFI	Los Angeles
61.	WMET-F	Chicago
	WRIF-F	Detroit
63.	WMMR-F	Philadelphia
64.	WPGC-F+	Washington
65.	KWST-F	Los Angeles
66.	KLAC	Los Angeles
67.	WJEZ-F	Chicago
68.	WMJC-F	Detroit
69.	KIOI-F	San Francisco
70.	KGO	San Francisco
	WCCO	Minn-SP
72.	WIOQ-F	Philadelphia
73.	WMMS-F	Cleveland
74.	WLUP-F	Chicago
75.	WBBM-F	Chicago
	KSHE-F	St. Louis
77.	KKDA-F	Dallas
78.	WDVE-F	Pittsburgh
	WIP	Philadelphia
80.	WCAU-F	Philadelphia
	WADO	New York
82.	KTNQ	Los Angeles
	KFRC	San Francisco
84.	WOMC-F	Detroit
	WKYS-F	Washington
	WBMX-F	Chicago
87.	WJR	Detroit
	KIKK-F	Houston
90.	WQXI-F	Atlanta
91.	WRQX-F	Washington
	WKHK-F	New York
93.	KUTE-F	Los Angeles
94.	KSFO	San Francisco
95.	KNBR	San Francisco
96.	WBCN-F	Boston
97.	KZEW-F	Dallas
	KJOI-F	Los Angeles
99.	WASH-F	Washington
	WWWW-F	Detroit

*Based on Adults, 18-49, Metro, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 25-54*

1.	WBLS-F	New York
2.	WKTU-F	New York
3.	WNBC	New York
4.	WABC	New York
5.	WYNY-F	New York
6.	KABC	Los Angeles
7.	WRFM-F	New York
8.	WINS	New York
9.	WGN	Chicago
10.	WNEW	New York
11.	WPAT-F	New York
12.	WCBS	New York
13.	WOR	New York
14.	WCBS-F	New York
15.	KBIG-F	Los Angeles
16.	KDKA	Pittsburgh
17.	KYW	Philadelphia
18.	WNEW-F	New York
19.	WHN	New York
20.	KMOX	St. Louis
21.	WLOO-F	Chicago
22.	WMAQ	Chciago
23.	WMGK-F	Philadelphia
24.	KRTH-F	Los Angeles
25.	KRLA	Los Angeles
26.	WHDH	Boston
27.	WBBM	Chicago
28.	KGO	San Francisco
29.	WTFM-F	New York
30.	WJIT	New York
31.	WCCO	Minn-SP
32.	WJR	Detroit
33.	KSCS-F	Dallas-FW
34.	KLAC	Los Angeles
	WPLJ-F	New York
36.	WLS	Chicago
37.	WADO	New York
38.	WNCN-F	New York
39.	WCLR-F	Chicago
40.	KJOI-F	Los Angeles
41.	WIP	Philadelphia
42.	KNX-F	Los Angeles
43.	KHTZ-F	Los Angeles
	WMAL	Washington
45.	KFWB	Los Angeles
46.	WJEZ-F	Chicago
47.	KFI	Los Angeles
48.	KVIL-F	Dallas
49.	KSTP-F	Minn-SP
50.	KMJQ-F	Houston
51.	WGCI-F	Chicago
52.	KOST-F	Los Angeles
53.	KSFO	San Francisco
	WDAS-F	Philadelphia
55.	KYUU-F	San Francisco
56.	WWWW-F	Detroit
57.	KMET-F	Los Angeles
58.	WFYR-F	Chicago
	KMPC	Los Angeles
60.	KILT-F	Houston
61.	WPAT	New York
62.	KNBR	San Francisco
63.	KIKK-F	Houston
64.	WXLO-F	New York
	WKHK-F	New York
	WKQX-F	Chicago
	KLOS-F	Los Angeles
	WOMC-F	Detroit
	WBZ	Boston
70.	KCBS	San Francisco
71.	WROR-F	Boston
	KTNQ	Los Angeles
73.	WMCA	New York
74.	KIQQ-F	Los Angeles
	KNX	Los Angeles
76.	WJIB-F	Boston
77.	KZLA-F	Los Angeles
	WEAZ-F	Philadelphia
79.	KIIS-F	Los Angeles
	WTAE	Pittsburgh
81.	WBBM-F	Chicago
82.	WGAY-F	Washington
83.	WASH-F	Washington
84.	KKGO-F	Los Angeles
85.	WQXR-F+	New York
86.	WMJC-F	Detroit
87.	WNIC-F	Detroit
88.	WJPC	Chicago
89.	KHJ	Los Angeles
	KMEZ-F	Dallas
91.	WCBM	Baltimore
92.	CKLW	Detroit
	WCZY-F	Detroit
94.	KIOI-F	San Francisco
95.	WLAK-F	Chicago
96.	WPIX-F	New York
	[illegible]IT	Chicago
9[illegible]	[illegible]-F	Los Angeles
99.	[illegible]	Minn-SP
100.	KKDA-F	Dallas
	WCFL	Chicago

*Based on Adults 25-54, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 35-64*

1.	WOR	New York
2.	WCBS	New York
3.	WRFM-F	New York
4.	WNEW	New York
5.	WPAT-F	New York
6.	WGN	Chicago
7.	WINS	New York
8.	KABC	Los Angeles
9.	KBIG-F	Los Angeles
10.	KDKA	Pittsburgh
11.	WABC	New York
12.	WBLS-F	New York
13.	KMOX	St. Louis
14.	KYW	Philadelphia
15.	WLOO-F	Chicago
16.	WNBC	New York
17.	WBBM	Chicago
18.	WPAT	New York
19.	KGO	San Francisco
20.	WJR	Detroit
21.	WHN	New York
22.	KNX	Los Angeles
23.	WKTU-F	New York
24.	WCCO	Minneapolis
25.	WMAQ	Chicago
26.	KJOI-F	Los Angeles
27.	KLAC	Los Angeles
28.	WHDH	Boston
29.	WMCA	New York
30.	KFWB	Los Angeles
31.	WYNY-F	New York
32.	WMAL	Washington
33.	WCBS-F	New York
34.	WIP	Philadelphia
35.	WADO	New York
36.	KOST-F	Los Angeles
37.	WNCN-F	New York
38.	WEAZ-F	Philadelphia
39.	KCBS	San Francisco
40.	KMPC	Los Angeles
41.	WAIT	Chicago
42.	KSFO	San Francisco
43.	WLAK-F	Chicago
44.	WJIT	New York
45.	WPEN	Philadelphia
46.	WJIB-F	Boston
47.	WGAY-F	Washington
48.	WQXR-F+	New York
49.	WWSH-F	Philadelphia
	WJEZ-F	Chicago
	WEEI	Boston
52.	KABL-F	San Francisco
	WWWW-F	Detroit
54.	WJR-F	Detroit
55.	WWJ	Detroit
56.	WBZ	Boston
57.	WBAL	Baltimore
58.	WTIC	Hartford
59.	KYND-F	Houston
60.	WSHH-F	Pittsburgh
61.	WIND	Chicago
62.	WEZW-F	Milwaukee
63.	KSCS-F	Dallas-FW
64.	WWDB-F	Philadelphia
65.	WJYE-F	Buffalo
66.	WRHC	Miami
	WEZO-F	Rochester
68.	WCZY-F	Detroit
69.	WMGK-F	Philadelphia
70.	WVNJ-F	Newark
71.	WXKS	Boston
72.	KMEZ-F	Dallas-FW
	KEZK-F	St. Louis
74.	KFI	Los Angeles
	WHIO-F	Dayton
	WLKW-F	Providence
77.	KNBR	San Francisco
	KJQY-F	San Diego
79.	WSB	Atlanta
80.	WXYZ	Detroit
	WIBC	Indianapolis
82.	WQAL-F	Cleveland
	WKHK-F	New York
84.	WTMJ	Milwaukee
	WOMC-F	Detroit
86.	WPOC-F	Baltimore
87.	KZLA-F	Los Angeles
	WDOK-F	Cleveland
	WBEN	Buffalo
90.	WBAP	Dallas-FW
	KRLD	Dallas-FW
92.	WLIF-F	Baltimore
	KRLA	Los Angeles
	KHJ	Los Angeles
	KODA-F	Houston
96.	WHK	Cleveland
	KNEW	San Francisco
98.	WCTC-F	Long Island
	WCXI	Detroit
100.	KMEO-F	Phoenix

*Based on Adults, 35-64, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - 12+ AM DRIVE*

1.	WOR	New York
2.	WCBS	New York
3.	WGN	Chicago
4.	WNBC	New York
5.	WINS	New York
6.	KDKA	Pittsburgh
7.	WLS+	Chicago
8.	KYW	Philadelphia
9.	WBLS-F	New York
10.	WABC	New York
11.	KABC	Los Angeles
12.	WCCO	Minneapolis
13.	WNEW	New York
14.	WKTU-F	New York
15.	KMOX	St. Louis
16.	WBBM	Chicago
17.	WJR	Detroit
18.	KGO	San Francisco
19.	KNX	Los Angeles
20.	WMAQ	Chicago
21.	WRFM-F	New York
22.	WTIC	Hartford
23.	KFI	Los Angeles
24.	KFWB	Los Angeles
25.	WPLJ-F	New York
26.	WBZ	Boston
27.	KCBS	San Francisco
28.	KBIG-F	Los Angeles
29.	WBAP	Dallas-FW
30.	WADO	New York
31.	WYNY-F	New York
32.	WDAF	Kansas City
33.	WHDH	Boston
34.	WIP	Philadelphia
35.	WMAL	Washington
36.	WEEI	Boston
37.	WPAT	New York
38.	WJIT	New York
39.	WHN	New York
40.	KLOS-F	Los Angeles
41.	KMET-F	Los Angeles
42.	WCOZ-F	Boston
43.	WPAT-F	New York
44.	WNEW-F	New York
45.	KFRC	San Francisco
46.	KLAC	Los Angeles
47.	WMCA	New York
48.	WSB	Atlanta
49.	WWJ	Detroit
50.	WMGK-F	Philadelphia
51.	KMPC	Los Angeles
52.	CKLW	Detroit
53.	KRLD	Dallas
54.	KNBR	San Francisco
	KFAB	Omaha
56.	KVIL-F+	Dallas
57.	KJOI-F	Los Angeles
58.	WLOO-F	Chicago
59.	WIVK-F+	Knoxville
60.	WCBS-F	New York
61.	KRLA	Los Angeles
62.	KABL-F+	San Francisco
63.	WOWO	Ft. Wayne
64.	WIND	Chicago
65.	KRTH-F	Los Angeles
66.	WBAL	Baltimore
	KSTP-F	Minn-SP
68.	WMMS-F	Cleveland
69.	WTMJ	Milwaukee
70.	KTRH	Houston
71.	KIRO	Seattle
72.	WPIX-F	New York
73.	WGY	Schenectady
74.	WDAS-F	Philadelphia
	WRVA	Richmond
76.	KNX-F	Los Angeles
77.	WGCI-F	Chicago
78.	WNIC-F+	Detroit
79.	WSOC-F	Charlotte
80.	WPGC-F+	Washington
81.	KHTZ-F	Los Angeles
82.	WIBC	Indianapolis
83.	KVOO	Tulsa
84.	WHK	Cleveland
85.	WBEN	Buffalo
86.	KOA	Denver
87.	WWSH-F	Philadelphia
88.	KSFO	San Francisco
	WROR-F	Boston
	KSCS-F	Dallas-FW
91.	KMJQ-F	Houston
92.	WEAZ-F	Philadelphia
93.	KILT-F	Houston
94.	WWDB-F	Philadelphia
95.	WQXI-F+	Atlanta
96.	KIIS-F	Los Angeles
97.	KIQQ-F	Los Angeles
98.	KTNQ	Los Angeles
	WMMR-F	Philadelphia
100.	WROQ-F+	Charlotte

*Based on Total Persons, TSA, Mon-Fri, 6A-10A, 1/4 HR AVG

AMERICA'S LEADING STATIONS-12+ TSA CUME*

1.	WNBC	New York	29529
2.	WABC	New York	28376
3.	WCBS	New York	25385
4.	WINS	New York	23751
5.	WLS	Chicago	21742
6.	WKTU-F	New York	21398
7.	WOR	New York	20742
8.	WBLS-F	New York	19405
9.	WMAQ	Chicago	18387
10.	WGN	Chicago	17401
11.	WYNY-F	New York	17261
12.	KABC	LA	17203
13.	WPLJ-F	New York	16793
14.	KYW	Phila	16021
15.	WBBM	Chicago	15795
16.	WJR	Detroit	14144
17.	KNX	LA	13847
18.	KDKA	Pitt	13811
19.	WNEW	New York	13552
20.	KMET-F	LA	13261
21.	WRFM-F	New York	12925
22.	KFWB	LA	12742
23.	KFI	LA	12598
24.	KBIG-F	LA	12468
25.	WPAT-F	New York	12023
26.	WPIX-F	New York	11789
27.	WNEW-F	New York	11447
28.	KLOS-F	LA	11348
29.	WCBS-F	New York	11332
30.	WHN	New York	11121
31.	WCCO	Minn-SP	11061
32.	WMCA	New York	11017
33.	WBZ	Boston	10838
34.	KGO	San Fran	10612
35.	WBAP	Dall-FW	10548
36.	WPAT	New York	10453
37.	WCOZ-F	Boston	10450
38.	KFRC	San Fran	10348
39.	KMOX	St. Louis	10003
40.	KRTH-F	LA	9730
41.	WMGK-F	Phil	9457
42.	KIIS-F	LA	9251
43.	XTRA	LA	8923
44.	KCBS	SF	8907
45.	WXLO-F	New York	8607
46.	WLS-F	Chicago	8533
47.	KRLA	LA	8519
48.	KNBR	San Fran	8491
49.	WMMR-F	Phil	8371
50.	KMPC	LA	8182
51.	KLAC	LA	8065
52.	WLLZ-F	Detroit	7934
53.	WLOO-F	Chicago	7900
54.	KIQQ-F	LA	7889
55.	CKLW	Detroit	7778
56.	WHDH	Boston	7773
57.	KJOI-F	LA	7625
58.	KNX-F	LA	7436
59.	KHTZ-F	LA	7246
60.	WLUP-F	Chicago	7188
61.	WDAF	Kan C	7025
62.	WMMS-F	Cleve	6967
63.	WKQX-F	Chicago	6811
64.	WRIF-F	Detroit	6781
65.	WWSH-F	Phil	6773
66.	WTFM-F	NY	6755
	WIP	Phil	6773
68.	WEEI	Bost	6748
69.	KSFO	SF	6672
70.	KWST-F	LA	6630
71.	WCLR-F	Chi	6613
72.	WMET-F	Chi	6567
73.	WWJ	Det	6487
74.	WEAZ-F	Phil	6406
75.	WIFI-F	Phil	6390
76.	WTIC	Hartf	6299
77.	WLW	Cin	6276
78.	KOST-F	LA	6273
79.	WABX-F	Det	6184
80.	WYSP-F	Phil	6155
81.	WROR-F	Bost	6149
82.	WIND	Chi	5969
83.	WNIC-F	Det	5906
84.	WFIL	Phil	5898
85.	WMAL	Wash	5892
86.	KRLD	Dall-FW	5854
87.	KHJ	LA	5808
88.	WGCL-F	Cleve	5755
89.	WRKO	Bost	5712
90.	WPGC-F+	Wash	5687
91.	KSTP-F	Minn-SP	5672
92.	WJIB-F	Bost	5647
93.	WGCI-F	Chi	5645
	KSCS-F	Dall-FW	5641
95.	WCAU	Phil	5628
96.	WBBM-F	Chi	5536
97.	KUTE-F	LA	5416
98.	WBMX-F	Chi	5365
99.	WLAK-F	Chi	5362
100.	WRQX-F	Wash	5313
101.	WXKX-F	Pitt	5306
102.	WXKS-F	Bost	5298
103.	WZGC-F	Atl	5289
104.	WFYR-F	Chi	5267
105.	KIRO	Seattle	5219
106.	WDAS-F	Phil	5184
107.	WMJC-F	Det	5172
108.	WIOQ-F	Phil	5171
109.	WVBF-F	Bost	5129
110.	WJR-F	Det	5025
111.	WWDC-F	Wash	4999
112.	KTSA	San Ant	4956
113.	WDRQ-F	Det	4950
114.	KMEL-F	SF	4944
115.	WBCN-F	Bost	4943
116.	WISN	Milw	4934
117.	WSB	Atl	4922
118.	WRAL-F	Ral	4919
119.	WWWE	Cleve	4855
120.	WDVE-F	Pitt	4849
121.	WCFL	Chi	4833
122.	WNCN-F	NY	4818
123.	WJEZ-F	Chi	4802
124.	KYUU-F	SF	4801
125.	KVIL-F	Dall	4780
126.	WADO	NY	4772
127.	KROQ-F	LA	4718
128.	KMJQ-F	Hou	4710
129.	WCAU-F	Phil	4686
130.	WHYI-F	Miami	4682
131.	WEEI-F	Bost	4676
132.	KTRH	Hou	4628
133.	WOW	Omaha	4568
134.	WOWO	F Wayne	4530
135.	WWWW-F	Det	4524
	WKHK-F	NY	4524
137.	WHB	Kan C	4499
138.	WBAL	Balt	4444
139.	KOA	Denver	4401
140.	KIKK-F	Hous	4398
141.	WAAF-F	Worc	4395
142.	KIOI-F	SF	4370
143.	KILT-F	Hous	4350
144.	WKRQ-F	Cin	4267
145.	WKYS-F	Wash	4263
	KRBE-F	Hous	4263
147.	WJPC	Chi	4254
148.	KFAB	Omaha	4221
150.	WGAY-F	Wash	4214

*Based on Weekly 12+ Cume, Mon-Sun, 6AM-MID, TSA -

151.	WGY	Schen	4152
152.	KEGL-F	Dall-FW	4147
153.	WGAR	Cleve	4110
154.	WPEN	Phil	4108
155.	WTAE	Pitt	4093
156.	WIBC	Indy	4084
157.	WTMJ	Milw	4049
158.	WAIT	Chi	4048
159.	WPRO-F	Prov	4032
160.	WXYZ	Det	4025
	KSOL-F	SF	4025
162.	WWDB-F	Phil	4012
	WVNJ-F	Newark	4012
164.	WDGY	Minn-SP	3980
165.	KBPI-F	Denver	3970
166.	WKLS-F	Atl	3946
167.	KNEW	SF	3944
168.	WNCI-F	Colum	3939
169.	KGW	Port	3933
170.	KIMN	Denver	3924
171.	WQXI-F	Atl	3908
172.	WSOC-F	Charl	3904
173.	WCZY-F	Det	3898
174.	WSHH-F	Pitt	3869
175.	WCXI	Det	3860
176.	KQRS-F+	Minn-SP	3850
177.	WINZ-F	Miami	3830
178.	WJIT	NY	3796
179.	KKGO-F	LA	3789
180.	WKBW	Buff	3784
181.	WGR	Buff	3784
182.	WZZP-F	Cleve	3777
183.	KXOK	St. Lou	3776
184.	KABL-F	LA	3734
185.	KFAC-F	LA	3694
186.	KOMO	Sea	3693
187.	WWSW-F	Pitt	3665
188.	WHUR-F	Wash	3648
189.	KING	Sea	3640
190.	WBEN-F	Buff	3629
191.	KKDA-F	Dall-FW	3613
192.	WDOK-F	Cleve	3612
193.	KZEW-F	Dall-FW	3598
	WFBQ-F	Indy	3598
195.	KZLA-F	LA	3589
196.	WEZN-F	Bridge	3567
197.	WKRC	Cin	3555
198.	KTXQ-F	Dall	3537
199.	KDWB-F	Minn-SP	3534
200.	WRBQ-F	Tampa	3512
201.	WTQR-F	Green-WS	3509
202.	WFBR	Balt	3497
203.	WHAS	Louis	3487
204.	WHO	Des M	3474
205.	KSD	St. Lou	3471
206.	KODA-F	Hous	3462
207.	KABL	SF	3461
208.	KSLQ-F	St. Lou	3464
209.	KPRC	Hous	3444
210.	WBEN	Buff	3418
211.	WJLB-F	Det	3414
212.	WSNI-F	Phil	3408
213.	KDAY	LA	3407
214.	KDWB	Minn-SP	3391
215.	WPRO	Prov	3381
216.	KSTP	Minn-SP	3379
217.	WASH-F	Wash	3371
218.	KKYX	San Ant	3370
219.	KNUS-F	Dall	3366
220.	KSHE-F	St. Lou	3357
221.	KYYS-F	Kan Cit	3337
222.	WTOP	Wash	3335
223.	WWJ-F	Det	3325
224.	WINZ	Miami	3310
225.	KVOO	Tulsa	3308
226.	WOKI-F	Knoxv	3302
227.	WLVQ-F	Colum	3300
228.	KCMO	Kans Cit	3297
	WIYY-F	Balt	3297
230.	KFOG-F	SF	3288
231.	WTVN	Colum	3287
232.	WEZW-F	Milw	3284
233.	KSL	Salt La	3277
234.	KYND-F	Hous	3264
235.	WHIO-F	Dayt	3261
236.	WSUN	Tampa	3260
237.	WTWR-F	Det	3253
238.	WLOL-F	Minn-SP	3252
239.	WMC-F	Memp	3249
240.	WTIX	NO	3248
241.	WAVA-F	Wash	3237
	WQAL-F	Cleve	3237
243.	KRLY-F	Hous	3226
244.	WBT	Charl	3218
245.	WUSL-F	Phil	3217
246.	KOAQ-F	Denv	3183
247.	WIL-F	St. Lou	3179
248.	WPJB-F	Prov	3157
249.	WLBS-F	Det	3139
250.	KPLX-F	Dall-FW	3129
251.	WLIF-F	Balt	3121
252.	WRVA	Rich	3116
	WVON	Chi	3116
254.	WWWM-F	Cleve	3104
255.	KOMA	Okl C	3101
256.	WXLK-F	Roan	3099
257.	WFAA	Dall	3098
258.	WFMT-F	Chi	3097
259.	KRAK	Sacra	3077
260.	WBLI-F	Long I	3073
261.	WCBM	Balt	3076
262.	WXTZ-F	Indy	3054
263.	WOMC-F	Det	3051
264.	KGFJ	LA	3034
265.	KSAN-F	SF	3024
266.	WHUE-F	Bost	2999
267.	WOOK-F	Wash	2979
268.	KISW-F	Sea	2974
269.	KJLH-F	LA	2967
270.	WNAP-F	Indy	2965
271.	WLYF-F	Miami	2954
272.	WIVK-F	Knoxv	2952
273.	KLZ	Denver	2938
	KMEZ-F	Dall	2938
275.	WWBA-F	Tampa	2937
276.	KTNQ	LA	2936
277.	WCCO-F	Minn-S	2929
278.	WJYE-F	Buff	2919
279.	KILT	Hous	2916
280.	KOME-F	San Jo	2913
281.	WROQ-F	Charl	2912
282.	WJJD	Chi	2910
283.	WPNT-F	Pitt	2906
284.	KHOW	Denv	2905
285.	WGRD-F	G Rap	2884
286.	WSM	Nashv	2880
287.	WEFM-F	Chi	2878
288.	WEZB-F	NO	2875
289.	WGPR-F	Det	2872
290.	KBLX-F	SF	2866
291.	KSSN-F	Lit Ro	2863
292.	WLPX-F	Milw	2860
293.	KDFC-F+	SF	2849
294.	WCAO	Balt	2848
295.	KOIT-F	SF	2843
296.	KMBZ	Kan Ci	2839
297.	KOAX-F	Dall	2836
	KFMB	San Di	2836
299.	WWWK-F	St Lou	2825
300.	WVEE-F	Atl	2822

AMERICA'S LEADING STATIONS - METRO CUME RATING*

1.	WWNC	Asheville	62.0
2.	WJBC	Bloomington, Il	59.1
3.	KWLO	Waterloo	56.4
4.	WOWO	Ft. Wayne	54.7
5.	KDKA	Pittsburgh	51.0
6.	WFBG	Altoona	50.3
7.	WICC	Bridgeport	47.9
8.	WIXX-F	Green Bay	45.6
9.	WMT	Cedar Rapids	45.5
10.	WTIC	Hartford	45.1
11.	WBBQ-F	Augusta	44.5
	KFAB	Omaha	44.5
13.	WWVA	Wheeling	42.5
14.	WGBF	Evansville	42.3
15.	WROK	Rockford	42.0
16.	WCCK-F	Erie	41.6
17.	WCCO	Minneapolis	41.2
18.	WNDU-F	South Bend	41.1
	KWTO-F	Springfield, MO	41.1
20.	KOOK	Billings	41.0
21.	WRVA	Richmond	40.9
22.	KMOX	St. Louis	40.5
23.	KSOO	Sioux Falls	40.1
24.	WDUZ	Green Bay	39.8
25.	WLAP-F	Lexington	39.6
26.	KCRG	Cedar Rapids	39.3
27.	WKEE-F	Huntington	39.2
28.	WBNQ-F	Bloomington, Il	38.8
29.	WGEE	Green Bay	38.7
30.	WJET	Erie	38.6
	WGY	Schenectady	38.6
32.	WIVK-F	Knoxville	37.8
33.	KQWB	Fargo	37.4
34.	WACO	Waco	37.3
35.	WVLK	Lexington	37.2
36.	WNBF	Binghampton	37.1
	KELO	Sioux Falls	37.1
38.	KGBT	Harlingen	37.0
	WHBC	Canton	37.0
40.	KFGO	Fargo	36.2
41.	WRKY-F	Steubenville	36.0
42.	KSTT	Daven-RI-Moline	35.5
43.	WXLK-F	Roanoke	35.4
44.	KQCR-F	Cedar Rapids	35.1
	KBOY-F+	Medford	35.1
	WHHY	Montgomery	35.1
47.	WGAN	Portland, MA	35.0
	WMAZ-F	Macon	35.0
	WCKS-F	Melbourne	35.0
	KYW	Philadelphia	35.0
	WEEU	Reading	35.0
52.	KDON-F	Salinas	34.8
53.	KBOI	Boise	34.7
54.	KLLL-F	Lubbock	34.6
55.	KKRC	Sioux Falls	34.3
	KYJC	Medford	34.3
57.	WMEE-F	Fort Wayne	34.2
	WELI	New Haven	34.2
59.	WISE	Asheville	34.1
60.	WNAM	Appleton	33.9
61.	WBT	Charlotte	33.7
	WVAF-F	Charleston, WV	33.7
63.	KIXZ	Amarillo	33.5
64.	WNOK-F	Columbia, SC	33.3
	WIBC	Indianapolis	33.3
66.	WISN	Milwaukee	33.2
67.	KFQD	Anchorage	33.1
68.	KIT	Yakima	33.0
	WKDQ-F	Evansville	33.0
70.	KCNB-F	Waterloo	32.9
	KFOR	Lincoln	32.9
	WSYR	Syracuse	32.9
73.	WROV	Roanoke	32.8
74.	WNFL	Green Bay	32.7
75.	WHP	Harrisburg	32.6
	WRTA	Altoona	32.6
77.	WSBT	South Bend	32.5
	WRAL-F	Raleigh	32.5
79.	WGLF-F	Tallahassee	32.3
80.	KVOL	Lafayette, LA	32.2
81.	KHFI-F	Austin	32.1
82.	KGHL	Billings	32.0
83.	WKSJ-F	Mobile	31.9
84.	KYYA-F	Billings	31.8
85.	KONA	Richland, WA	31.5
86.	KRMG	Tulsa	31.4
87.	WMRV-F	Binghampton	31.2
	WHYN	Springfield, MA	31.2
89.	WABB-F	Mobile	31.1
90.	WYFM	Youngstown	31.0
	WTHI-F	Terre Haute	31.0
92.	WTAG	Worcester	30.8
93.	WSGW	Saginaw	30.7
94.	KIDD	Salinas	30.6
	WKZO	Kalamazoo	30.6
	WKBW	Buffalo	30.6
	WFMF-F	Baton Rouge	30.6
98.	WHBF	Davenport	30.5
99.	WRVQ-F	Richmond	30.3
	KSPZ-F	Colorado Springs	30.3

*Based on 12+ Metro Cume Rating, Mon-Sun, 6AM-MID

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

1.	WWNC	Asheville	39.3
2.	WJBC	Bloomington, Il	39.1
3.	KGBT	McAllen-Browns	33.2
4.	WFBG	Altoona	30.7
5.	WMT	Cedar Rapids	30.3
6.	KWLO	Waterloo	29.3
7.	WIVK-F	Knoxville	28.0
8.	WQSM-F	Fayetteville	25.8
9.	KUTI	Yakima	25.2
10.	WKEE-F	Huntington	24.3
11.	WKSJ-F	Mobile	23.8
12.	WBBQ-F	Augusta	23.6
	KMOX	St. Louis	23.6
14.	WNDU-F	South Bend	23.5
	KFAB	Omaha	23.5
16.	WTIC	Hartford	23.4
	WCCK-F	Erie	23.4
18.	KWTO-F	Springfield, MO	23.0
19.	KLLL-F	Lubbock	22.7
20.	WXLK-F	Roanoke	22.6
	WWVA	Wheeling	22.6
22.	KDKA	Pittsburgh	22.3
23.	WVAF-F	Charleston, WV	22.0
	KSSN-F	Little Rock	22.0
25.	WOWO	Ft. Wayne	21.9
26.	KIXZ	Amarillo	21.6
27.	WLAP-F	Lexington	21.4
28.	KVOL	Lafayette, LA	21.3
29.	WKQQ-F	Lexington	21.2
30.	KFGO	Fargo	21.1
31.	WNOK-F	Columbia, SC	20.9
32.	WRVA	Richmond	20.8
33.	WPVR-F	Roanoke	20.4
	WIXX-F	Green Bay	20.4
35.	WCCO	Minneapolis	20.2
	WACO	Waco	20.2
37.	WIKY-F	Evansville	20.1
38.	WJET	Erie	19.8
	KFQD	Anchorage	19.8
40.	KSOO	Sioux Falls	19.7
41.	WHIO-F	Dayton	19.6
	WHHY	Montgomery	19.6
43.	KYYA-F	Billings	19.5
44.	WCOS-F	Columbia, SC	19.2
45.	WFMF-F	Baton Rouge	19.0
46.	KTMT-F	Medford	18.7
47.	WQDW-F	Green-New Bern	18.6
48.	WDIZ-F	Melbourne	18.5
49.	WELI	New Haven	18.4
	WJMI-F	Jackson, MS	18.4

AMERICA'S LEADING FM STATIONS - 12+ METRO SHARE*

1.	WIVK-F	Knoxville	28.0
2.	WQSM-F	Fayetteville	25.8
3.	WKEE-F	Huntington	24.3
4.	WKSJ-F	Mobile	23.8
5.	WBBQ-F	Augusta	23.6
6.	WNDU-F	South Bend	23.5
7.	WCCK-F	Erie	23.4
8.	KWTO-F	Springfield, MO	23.0
9.	KLLL-F	Lubbock	22.7
10.	WXLK-F	Roanoke	22.6
11.	WVAF-F	Charleston, WV	22.0
	KSSN-F	Little Rock	22.0
13.	WLAP-F	Lexington	21.4
14.	WKQQ-F	Lexington	21.2
15.	WNOK-F	Columbia, SC	20.9
16.	WPVR-F	Roanoke	20.4
	WIXX-F	Green Bay	20.4
18.	WIKY-F	Evansville	20.1
19.	WHIO-F	Dayton	19.6
20.	KYYA-F	Billings	19.5
21.	WCOS-F	Columbia, SC	19.2
22.	WFMF-F	Baton Rouge	19.0
23.	KTMT-F	Medford	18.7
24.	WQDW-F	Green-New Bern	18.5
25.	WDIZ-F	Melbourne	18.5
26.	WJMI-F	Jackson, MS	18.4
27.	WBNQ-F	Bloomington, Il	18.2
28.	WLWI-F	Montgomery, AL	18.0
29.	WEZO-F	Rochester	17.8
30.	WEAS-F	Savannah	17.7
	WDOQ-F	Daytona Beach	17.7
32.	WAAV-F	Wilmington, NC	17.5
33.	WKDQ-F	Evansville	17.3
34.	KQCR-F	Cedar Rapids	17.2
35.	KTTS-F	Springfield, MO	17.1
	WWLV-F	Daytona Beach	17.1
	KDON-F	Salinas	17.1
38.	KFMQ-F	Lincoln	16.9
39.	WTQR-F	Greens-WS	16.6
40.	WGLF-F	Tallahassee	16.5
41.	WEZK-F	Knoxville	16.4
	WMAZ-F	Macon	16.4
	WMRV-F	Binghampton	16.4
44.	KTPK-F	Topeka	16.3
	WLVU-F	Erie	16.3
	WLAN-F	Lancaster	16.3
47.	WEZN-F	Bridgeport	16.0
	WOWD-F	Tallahassee	16.0
	KSMB-F	Lafayette, LA	16.0
50.	WLVQ-F	Columbus	15.9

*Based on 1/4 HR AVG, Metro Share, 12+, Broadcast Week

MARKETS WITH HIGHEST AND LOWEST APR'S*

HIGHEST		LOWEST	
1. Utica	20.0	1. Lynchburg	12.2
2. Pittsburgh	18.8	2. Memphis	12.6
3. Miami	18.7	3. Lafayette	12.7
Fort Lauderdale	18.7	4. Wilmington,NC	13.5
NE PA	18.7	5. Greenville-New Bern	13.7
Providence	18.7	Louisville	13.7
7. Bridgeport	18.6	Macon	13.7
Boston	18.6	8. Little Rock	13.8
9. Duluth	18.4	Shreveport	13.8
Tampa-St. Pete	18.4	10. Billings	13.9
Allen-Beth-Easton	18.4	Chattanooga	13.9
New York	18.4	Medford	13.9
13. South Bend	18.3	Jackson, MS	13.9
14. Harrisburg	18.2		
15. Hartford	18.0		
Worcester	18.0		

MEAN FOR ALL RATED MARKETS

A/M 81	16.04
O/N 80	15.62
A/M 80	15.42
O/N 79	15.28
A/M 79	15.62
O/N 78	15.41
O/N 77	15.20
A/M 76	15.40
A/M 75	15.74

*The APR shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6A-MID). The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television).

CONTINUATION OF COST-PER-THOUSANDS PAGE:

A/M 81 CPM (167 markets):	$3.17	(6.73% increase over A/M 80)
O/N 80 CPM (109 markets):	$3.11	(13.92% increase over O/N 79)
A/M 80 CPM (176 markets):	$2.97	(12.46% increase over A/M 79)
A/M 79 CPM (171 markets):	$2.60	(15.56% increase over A/M 78)
A/M 78 CPM (168 markets):	$2.25	(8.17% increase over A/M 77)
A/M 77 CPM (164 markets):	$2.08	

CPM increase since A/M 77 (4 years): 52.40%

NATIONAL FM SHARES*

METRO

SPRING 81	57.353%	(11,225,100 of 19,571,700)
OCT/NOV 80	56.116	(9,480,500 of 16,894,600)
APR/MAY 80	54.254	(10,134,800 of 18,680,200)
OCT/NOV 79	53.627	(8,329,900 of 15,539,900)
APR/MAY 79	50.887	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698	(7,525,600 of 14,843,000)
APR/MAY 78	47.638	(8,565,600 of 18,025,100)
OCT/NOV 77	46.501	(6,561,700 of 14,110,900)
APR/MAY 77	44.428	(7,745,900 of 17,434,700)
OCT/NOV 76	43.818	(6,079,600 of 13,874,200)
APR/MAY 76	40.886	(6,882,900 of 16,834,200)

FM GROWTH RATE (METRO)

APR/MAY 76 to APR/MAY 77: 7.225%
APR/MAY 77 to APR/MAY 78: 8.663%
APR/MAY 78 to APR/MAY 79: 6.820%
APR/MAY 79 to APR/MAY 80: 6.617%
APR/MAY 80 to APR/MAY 81: 5.712%

ADI

SPRING 81	58.47%	(10,880,900 of 18,610,600)
OCT/NOV 80	56.96	(10,010,100 of 17,573,600)
APR/MAY 80	55.50	(9,874,500 of 17,792,200)
OCT/NOV 79	53.42	(9,038,100 of 16,919,000)
APR/MAY 79	52.25	(9,071,000 of 17,367,000)
OCT/NOV 78	51.27	(8,328,600 of 16,244,500)
APR/MAY 78	48.69	(8,257,800 of 16,961,300)
OCT/NOV 77	47.82	(7,474,700 of 15,631,600)
APR/MAY 77	45.83	(7,669,900 of 16,734,600)
OCT/NOV 76	43.78	(7,096,200 of 16,208,900)
APR/MAY 76	42.01	(6,853,400 of 16,312,900)
APR/MAY 75	38.91	(6,229,800 of 16,009,800)

FM GROWTH RATE (ADI)

APR/MAY 75 to APR/MAY 76: 7.967%
APR/MAY 76 to APR/MAY 77: 9.093%
APR/MAY 77 to APR/MAY 78: 6.241%
APR/MAY 78 to APR/MAY 79: 7.270%
APR/MAY 79 to APR/MAY 80: 6.220%
APR/MAY 80 to APR/MAY 81: 5.351%

*Based on MSA or ADI, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in survey are included.

ADI RANKINGS - FM SHARE OF AUDIENCE*

SPRING 81 RANK	MARKET	SPR 81	O/N 80	A/M 80	A/M 75
1.	Washington	74.64%	69.42%	69.18%	47.73%
2.	Charlotte	71.73	61.46	58.03	40.50
3.	Houston	70.05	64.64	63.92	40.42
	Atlanta	70.05	67.67	67.14	45.62
5.	Grand Rapids/Kala	69.38	61.55	62.94	38.09
6.	Dallas-Fort Worth	69.28	65.36	63.74	37.94
7.	Indianapolis	67.91	63.99	61.29	33.54
8.	Orlando	67.35	68.98	68.18	44.50
9.	Detroit	66.80	63.83	60.37	41.12
10.	Tampa	66.71	64.30	64.49	40.65
11.	Philadelphia	66.65	64.42	63.25	43.74
12.	Norfolk	65.62	66.48	64.39	44.38
13.	Nashville	64.84	62.89	54.59	33.96
14.	Harris-Lanc-York	64.12	62.23	62.13	43.62
	Columbus	64.12	60.31	60.07	31.63
16.	Boston	62.31	58.88	55.28	44.98
17.	New Orleans	62.28	57.81	51.86	37.34
	Cleveland	62.28	62.07	58.28	40.01
19.	San Diego	61.59	64.83	57.05	33.31
20.	Greenville-Spart	61.33	57.64	57.62	38.77
21.	Baltimore	59.88	58.73	54.88	33.27
22.	Sacramento	59.87	54.98	54.99	34.38
23.	Birmingham	59.77	58.71	55.17	-----
24.	Oklahoma City	59.68	56.25	59.58	35.78
25.	Dayton	59.01	54.00	52.27	42.89
26.	Buffalo	58.02	51.47	52.08	38.99
27.	Raleigh	57.27	52.30	55.00	-----
28.	Louisville	57.09	57.45	49.52	22.04
29.	Cincinnati	56.93	59.96	54.84	32.75
30.	Charleston-Huntin	56.89	55.85	54.43	28.62
31.	Memphis	56.88	56.53	52.07	27.70
32.	Phoenix	56.46	58.11	55.22	34.17
33.	Los Angeles	55.01	53.47	52.65	39.37
34.	Providence	54.43	57.24	58.00	39.82
35.	San Francisco	54.16	51.95	51.59	34.63
36.	Denver	53.91	50.69	48.17	38.31
37.	Kansas City	53.27	53.14	48.52	42.38
38.	New York	53.03	53.27	51.94	40.63
39.	Chicago	53.02	55.34	52.93	33.48
40.	NE PA	52.59	52.89	47.78	31.76
41.	Miami	52.20	53.08	55.28	45.93
42.	Hartford/NH	51.85	53.74	51.94	41.60
43.	Milwaukee	51.68	54.81	52.83	36.28
44.	Minneapolis/SP	51.63	50.37	43.36	27.80
45.	Portland	51.22	47.71	45.30	32.14
46.	Pittsburgh	50.65	46.51	49.93	31.56
47.	Seattle	50.16	48.40	48.53	32.98
48.	St. Louis	48.68	50.00	46.91	32.57
49.	Albany-Schen-Troy	47.75	45.93	45.70	34.31
50.	Salt Lake City	45.38	41.85	45.78	-----
		58.47%	56.96%	55.50%	38.91%

*Based on 12+ ADI, 1/4 HR AVG, Broadcast Week

MARKETS WITH HIGHEST AND LOWEST PERCENTAGES OF FM LISTENERSHIP*

HIGHEST	
1. Greenville-New Bern, NC	85.61%
2. Lancaster	79.21
3. Lansing	76.71
4. Melbourne-Titus-Cocoa	75.39
5. Mobile	74.43
6. Wilmington, DE	72.89
7. Washington	72.82
8. Dallas-Fort Worth	72.78
9. Columbia, SC	72.30
10. Daytona Beach	72.29
11. Terre Haute	70.67
12. Houston	70.56
13. Oklahoma City	70.13
14. Lynchburg	69.66
15. West Palm Beach	69.52
16. Grand Rapids	68.94
17. Greensboro-WS	68.91
18. Saginaw	68.73
19. Savannah	68.31
20. Atlantic City	68.00
21. Pensacola	67.74
22. Detroit	67.19
23. Knoxville	66.92
24. Tampa	66.40
25. Wilmington, NC	66.21

LOWEST	
1. Honolulu	26.10%
2. Asheville	28.23
3. Altoona	29.94
4. McAllen-Brownsville	34.99
5. Bakersfield	35.35
6. Yakima	37.05
7. Anchorage	37.31
8. Medford	37.41
9. Fargo	37.43
10. Waterloo	38.36
11. JC-Kings-Bristol	39.66
12. Daven-RI-Bristol	40.00
13. Waco	40.10
14. Sioux Falls	40.15
15. Bloomington, Ill	41.78
16. San Antonio	42.97
17. Billings	43.44
18. Tucson	44.31
19. Bridgeport	44.96
20. Duluth	45.34
21. Shreveport	45.85

*FM Share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1,226,100 (199)	4,964,900 (548)	6,191,000 (747)	31.51
MOR/AC	2,350,600 (435)	881,600 (90)	3,232,200 (525)	16.45
BTFL MUSIC	224,300 (41)	2,625,900 (283)	2,870,200 (324)	14.61
COUNTRY	1,318,800 (323)	1,063,300 (154)	2,382,100 (476)	12.12
NEWS/TALK	1,764,000 (87)	30,300 (1)	1,794,300 (88)	9.13
BLACK/URBAN	522,600 (103)	1,259,600 (73)	1,782,200 (176)	9.07
SPANISH	342,900 (53)	72,700 (15)	415,600 (68)	2.12
BIG BAND/NOST	369,900 (61)	30,300 (11)	400,200 (72)	2.04
CLASSICAL	27,400 (8)	228,200 (27)	255,600 (35)	1.30
RELIGION	162,100 (124)	79,000 (59)	241,100 (183)	1.23
OTHERS/UNKNOWN	47,500 (31)	33,700 (30)	81,200 (61)	0.41
TOTALS	8,376,200 (1465)	11,269,500 (1290)	19,646,700 (2755)	

*Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format.

FORMAT PERCENTAGES - AM AND FM BANDS

	AM	FM	COMBINED	A/M 80	A/M 79	A/M 78	A/M 77
ROCK/AOR/CONTEMP	14.64%	44.06%	31.51%	33.04%	34.55%	35.91%	34.80%
MOR/AC	28.06	7.82	16.45	16.11	15.00	16.83	17.32
BTFL MUSIC	2.92	23.30	14.61	15.58	16.08	16.71	17.66
COUNTRY	15.74	9.44	12.12	10.26	9.61	9.27	9.32
NEWS/TALK	21.06	0.27	9.13	9.68	9.67	8.75	9.26
BLACK/URBAN	6.24	11.18	9.07	9.76	9.75	7.33	6.64
SPANISH	4.09	0.65	2.12	2.02	2.18	1.73	1.88
BIG BAND/NOST	4.42	0.27	2.04	0.64	0.15	0.15	0.12
CLASSICAL	0.33	2.02	1.30	1.27	1.24	1.40	1.31
RELIGION	1.94	0.70	1.23	1.24	1.05	1.20	0.89
OTHERS/UNKNOWN	0.57	0.30	0.41	0.47	0.72	0.72	0.77

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/AOR/CONTEMP (National Average: 31.51%)

HIGHEST %

1.	Fayetteville, NC	67.8%
2.	Anchorage	61.2
3.	Lafayette, LA	59.1
4.	Waterloo	54.1
5.	Richland, WA	48.8
6.	Appleton	48.5
7.	Binghampton	48.4
8.	Erie	48.0
9.	New Haven	47.9
10.	Springfield, MA	47.3
11.	Huntsville	46.8
12.	Tallahassee	46.2
	Daven-RI-Moline	46.2
14.	Roanoke	45.7
15.	Lexington	45.5

LOWEST %

1.	West Palm Beach	18.0%
2.	Columbus, GA	21.0
	Sarasota	21.0
4.	Lakeland	21.3
	San Francisco	21.3
6.	Houston	21.4
7.	Dallas-FW	21.7
8.	Miami	22.0
9.	Chicago	22.5
10.	Chattanooga	23.0
11.	New York	24.2
12.	Orlando	24.6
13.	Asheville	25.4
14.	Richmond	25.7
15.	Waco	26.6

BEAUTIFUL MUSIC (National Average: 14.61%)

HIGHEST %

1.	Daytona Beach	34.5%
2.	Sarasota	33.3
3.	Tampa-St. Pete	30.2
4.	West Palm Beach	38.6
5.	Orlando	25.4
6.	Atlantic City	24.4
7.	Melbourne	24.3
8.	Tucson	23.2
9.	Evansville	22.8
10.	Fort Lauderdale	22.6
11.	Riverside-SB-Ontario	22.2

LOWEST %

1.	El Paso	3.6%
2.	Fayetteville,NC	4.2
3.	Lafayette,LA	4.4
4.	McAllen-Browns	4.6
5.	Columbia,SC	6.3
6.	Augusta, GA	6.6
7.	Bloomington, Il	6.8
	Mobile	6.8
9.	Duluth	7.3
10.	Tallahassee	7.6
11.	Honolulu	8.2
12.	Little Rock	8.3
	Pensacola	8.3
14.	Lubbock	8.6

NOTE: Format information from this section came from July or August editions of SRDS and/or the 1981 Broadcasting Yearbook. In some cases phone calls were made. In many cases I had to make a judgement based on the demographic spread of the station's audience. The most difficult call was determining whether a station was programming contemporary or "adult contemporary" formats. It seems that half the rock/contemp stations in the country are calling themselves adult contemp. Before I accepted the "AC" term the station had to have a significant percentage of its audience over 35. It also had to have less than 10% of its audience in the teen category.

MOR/ADULT CONTEMP (National Average: 16.45%)

HIGHEST %			LOWEST %		
1.	Bloomington, Ill	44.5%	1.	Columbus, GA	0.0%
2.	Pittsburgh	37.7		Fayetteville, NC	0.0
3.	Lincoln	36.3		Little Rock	0.0
4.	Omaha	35.9		Fargo	0.0
5.	Syracuse	35.2	5.	Shreveport	1.0
6.	NE PA	33.8	6.	McAllen-Browns	1.4
7.	Atlantic City	33.4		Montgomery	1.4
8.	Bridgeport	33.1	8.	Knoxville	1.5
9.	Worcester	32.4	9.	Tallahassee	1.6
10.	Manchester	32.2	10.	Corpus Christi	2.5
11.	Reading	31.8	11.	Huntsville	2.6
12.	Steubenville	31.7	12.	Evansville	2.9
13.	Cedar Rapids	31.5	13.	El Paso	3.4
14.	Cincinnati	31.3	14.	Fresno	3.5
15.	Toledo	31.1	15.	Lubbock	3.7

COUNTRY (National Average: 12.12%)

HIGHEST %			LOWEST %		
1.	Asheville	47.8%	1.	Bridgeport	0.0%
2.	Fargo	46.7		Boston	0.0
3.	Lubbock	44.3	3.	Philadelphia	0.7
4.	Knoxville	41.8	4.	Hartford	0.8
5.	Springfield, MO	38.9	5.	New Haven	1.1
6.	Lakeland	37.2	6.	Atlantic City	1.8
7.	Waco	37.0	7.	Springfield, MA	2.0
8.	JC-Kings-Bristol	36.9	8.	Providence	2.6
9.	Wichita	36.1	9.	Miami	2.9
10.	Little Rock	35.5	10.	Worcester	3.4
11.	Johnstown, PA	34.9	11.	New York	3.7
12.	Beaumont	33.7	12.	Buffalo	4.3
13.	Topeka	32.7	13.	Honolulu	4.5
14.	Austin	32.2			
	Duluth	32.2			

NEWS/TALK (Nat Avg: 9.13%)			BLACK/URBAN (Nat Avg: 9.07%)			SPANISH (Nat Avg: 2.12%)			RELIGION (Nat Avg: 1.23%)		
1.	St Louis	25.4	1.	Colum, GA	33.7	1.	McA-Brow	40.7	1.	Shreve	9.3
2.	Minn-SP	22.7	2.	Savannah	32.7	2.	Miami	35.5	2.	Eugene	8.8
3.	Philadel	21.6	3.	Charles,SC	28.9	3.	Corp Chr	17.3	3.	Huntington	7.5
4.	LA	19.9	4.	Jackson,MS	28.6	4.	San Ant	17.1	4.	Lancaster	7.2
5.	NY	18.8	5.	Macon	28.1	5.	El Paso	16.4	5.	Jcksvlle	6.8
6.	SF	15.5	6.	Raleigh	24.1	6.	Fresno	10.2	6.	Birmingham	6.5
7.	Seattle	14.9	7.	Green-NB	22.5	7.	Stockton	9.4	7.	Colum,GA	5.7
8.	Portland	13.4	8.	Memphis	20.9	8.	Bakersfield	9.3	8.	JC-King-Bris	5.4
9.	Youngstown	12.3	9.	Birmingham	20.2	9.	Sal-Sea-Mont	8.4	9.	Billings	4.9
10.	Chicago	11.9	10.	Pensacola	18.8	10.	Pueblo	7.6	10.	Greenv-NB	4.6
	Ft Luader	11.9	11.	Tallahassee	18.5	11.	Las Vegas	6.8		Jackson,MS	4.6
12.	Sal-Sea-Mont	11.8	12.	Baton Rouge	17.8	12.	Albuquerque	6.6		Tulsa	4.6
13.	Dav-RI-Mol	11.7	13.	Mobile	17.5	13.	Tucson	6.2	13.	Green-WS	4.4
14.	Denver	11.5	14.	NY	16.9	14.	LA	5.9		Spring,MO	4.4
15.	Houston	11.4	15.	Norfolk	16.8	15.	Houston	4.6	15.	Memphis	4.3

CLASSICAL (National Average: 1.30%)

1.	San Diego	4.2
2.	San Fran	4.0
3.	Denver	3.5
4.	Washington	3.2
5.	NY	2.8
6.	Chicago	2.7
7.	Seattle	2.5
8.	Albuq	2.5
9.	Milw	2.4
	Reno	2.4
11.	Cleve	2.3
12.	Ft. Lauder	2.2
13.	Philadel	2.0

AMERICA'S LEADING STATIONS BY FORMAT

ROCK/TOP 40/CONTEMP

1.	WNBC	New York
2.	WABC	New York
3.	WLS	Chicago
4.	WPIX-F	New York
5.	KRLA	Los Angeles
6.	WXKS-F	Boston
7.	WLS-F	Chicago
8.	KSTP-F	Minneapolis
9.	KFRC	San Francisco
10.	KHTZ-F	Los Angeles
11.	WRAL-F	Raleigh
12.	WIFI-F	Philadelphia
13.	XTRA	Tijuana
14.	WFBQ-F	Indianapolis
15.	WPGC-F+	Washington
16.	KIQQ-F	Los Angeles
17.	WZGC-F	Atlanta
18.	WGCL-F	Cleveland
19.	WIOQ-F	Philadelphia
20.	WRQX-F	Washington
21.	WHYI-F	Miami
22.	KTSA	San Antonio
23.	WXKX-F	Pittsburgh
24.	WRBQ-F	Tampa
25.	WVBF-F	Boston
26.	WXLK-F	Roanoke
27.	WOKI-F	Knoxville
28.	WPRO-F	Providence
29.	KRBE-F	Houston
30.	WBEN-F	Buffalo
31.	WKRQ-F	Cincinnati
32.	WNDU-F	South Bend
33.	WNCI-F	Columbus
34.	WNAP	Indianapolis
35.	WDRQ-F	Detroit
36.	KEGL-F	Dallas
37.	WEZB-F	New Orleans
38.	KXOK	St. Louis
39.	WRKO	Boston
40.	WMC-F	Memphis
41.	WANS-F	Greenville,SC
42.	KFYE-F	Fresno
43.	WBCY-F	Charlotte
44.	KIMN	Denver
45.	KGW	Portland
46.	WKBW	Buffalo
47.	WWSW	Pittsburgh
48.	WRVQ-F	Richmond
49.	WKXX-F	Birmingham
50.	WLAP-F	Lexington

AOR

1.	WPLJ-F	New York
2.	WCOZ-F	Boston
3.	KMET-F	Los Angeles
4.	WNEW-F	New York
5.	KLOS-F	Los Angeles
6.	WLLZ-F	Detroit
7.	WMMS-F	Philadelphia
	WMMR-F	Cleveland
9.	WDVE-F	Pittsburgh
10.	WAAF-F	Worcester
11.	WMET-F	Chicago
12.	WKLS-F	Atlanta
13.	WLUP-F	Chicago
14.	WRIF-F	Detroit
15.	KWST-F	Los Angeles
16.	WBCN-F	Boston
17.	KMEL-F	San Francisco
18.	KBPI-F	Denver
19.	WYSP-F	Philadelphia
20.	WWDC-F	Washington
21.	WIYY-F	Baltimore
22.	KSHE-F	St. Louis
23.	WLVQ-F	Columbus
24.	KISW-F	Seattle
25.	KLOL-F	Houston
26.	WABX-F	Detroit
27.	KZAP-F	Sacramento
28.	KZEW-F	Dallas
29.	WROQ-F	Charlotte
30.	KYYS-F	Kansas City
31.	WWWK-F	St. Louis
32.	KDWB-F	Minn-SP
33.	WINZ-F	Miami
34.	KGON-F	Portland
	KQRS-F	Minneapolis
36.	WQXM-F	Tampa
37.	WDIZ-F	Orlando
38.	WLAV-F	Grand Rapids
39.	KTXQ-F	Dallas
40.	WHCN-F	Hartford
41.	WMYK-F	Norfolk
42.	KOME-F	San Jose
43.	WEBN-F	Cincinnati
44.	WIOT-F	Toledo
45.	WAVA-F	Washington
46.	WSHE-F	Miami
47.	WZXR-F	Memphis
48.	KNUS-F	Dallas
49.	KGB-F	San Diego
50.	WSYR-F	Syracuse

ADULT CONT/SOFT ROCK/OLDIES

1.	WYNY-F	New York
2.	WMGK-F	Philadelphia
3.	WCBS-F	New York
4.	KFI	Los Angeles
5.	KRTH-F	Los Angeles
6.	WHDH	Boston
7.	KNX-F	Los Angeles
8.	WTFM-F	New York
9.	WROR-F	Boston
10.	WKQX-F	Chicago
11.	KVIL-F	Dallas
12.	CKLW	Detroit
13.	WNIC-F	Detroit
14.	KYUU-F	San Francisco
15.	WFYR-F	Chicago
16.	WMJC-F	Detroit
17.	WEEI-F	Boston
18.	WHB	Kansas City
19.	WZZP-F	Cleveland
20.	WOMC-F	Detroit
21.	WBBM-F	Chicago
22.	KIOI-F	San Francisco
23.	WQXI-F	Atlanta
24.	WTAE	Pittsburgh
25.	WASH-F	Washington
26.	WOW	Omaha
27.	WSNI-F	Philadelphia
28.	WLTA-F	Atlanta
29.	WKRC	Cincinnati
30.	WPRO	Providence
31.	WTWR-F	Detroit
32.	WFBR	Baltimore
33.	WTIX	New Orleans
34.	WIOD-F	Miami
35.	WUSL-F	Philadelphia
36.	WAXY-F	Miami
37.	KPRS-F	Kansas City
38.	KSFM-F	Sacramento
39.	KSD-F	St. Louis
40.	WLOL-F	Minneapolis
41.	WWWL-F	Miami

Based on 12+, TSA, 1/4 HR AVG, Broadcast Week

MOR

1.	WGN	Chicago
2.	KDKA	Pittsburgh
3.	WJR	Detroit
4.	WCCO	Minneapolis
5.	WBZ	Boston
6.	WTIC	Hartford
7.	KNBR	San Francisco
8.	WIP	Philadelphia
9.	WMAL	Washington
10.	WCLR-F	Chicago
11.	KFAB	Omaha
12.	WLW	Cincinnati
13.	WBAL	Baltimore
14.	WSB	Atlanta
15.	WIBC	Indianapolis
16.	WOWO	Fort Wayne
17.	WTMJ	Milwaukee
18.	WGY	Schenectady
19.	WISN	Milwaukee
20.	WRVA	Richmond
21.	WWWE	Cleveland
22.	WBEN	Buffalo
23.	KOMO	Seattle
24.	WCBM	Baltimore
25.	WGAR	Cleveland
26.	WFIL	Philadelphia
27.	WCFL	Chicago
28.	WBT	Charlotte
29.	KSL	Salt Lake City
30.	WTVN	Columbus
31.	WMT	Cedar Rapids
32.	WGR	Buffalo
33.	WHAS	Louisville
34.	KRMG	Tulsa
35.	KEX	Portland
36.	KMBZ	Kansas City
37.	KOY	Phoenix
38.	KFMB	San Diego
39.	WHAM	Rochester
40.	WPTF	Raleigh
41.	KTOK	Oklahoma City
42.	WSYR	Syracuse
43.	WCKY	Cincinnati
44.	KHOW	Denver
45.	KLOK	San Jose
46.	WTAR	Norfolk
47.	WHP	Harrisburg
48.	WFLA	Tampa-SP
49.	WICC	Bridgeport
50.	WHEN	Syracuse
	WARM	Scranton

BEAUTIFUL MUSIC

1.	WRFM-F	New York
2.	WPAT-F	New York
3.	KBIG-F	Los Angeles
4.	WPAT	New York
5.	WLOO-F	Chicago
6.	KJOI-F	Los Angeles
7.	WEAZ-F	Philadelphia
8.	WWSH-F	Philadelphia
9.	WJIB-F	Boston
10.	KOST-F	Los Angeles
11.	WLAK-F	Chicago
12.	WAIT	Chicago
13.	WHIO-F	Dayton
14.	WGAY-F	Washington
15.	WJR-F	Detroit
16.	WWBA-F	Tampa
17.	WSHH-F	Pittsburgh
18.	WJYE-F	Buffalo
19.	KABL-F	San Francisco
20.	KYND-F	Houston
21.	WQAL-F	Cleveland
22.	WDOK-F	Cleveland
23.	WEZW-F	Milwaukee
24.	WEZN-F	Bridgeport
	WXTZ-F	Indianapolis
26.	KMEZ-F	Dallas
27.	WEZO-F	Rochester
28.	WCZY-F	Detroit
29.	KODA-F	Houston
30.	KEZK-F	St. Louis
31.	KJQY-F	San Diego
	WJYW-F	Tampa
33.	WLYF-F	Miami
34.	WLKW-F	Providence
35.	WVNJ-F	Newark
36.	KMEO-F	Phoenix
37.	WOOD-F	Grand Rapids
38.	KOAX-F	Dallas
39.	WKSS-F	Hartford
40.	WWEZ-F	Cincinnati
41.	WJBR-F	Wilmington, DE
42.	WFLA-F	Tampa
43.	KEEY-F	Minneapolis
44.	WHUD-F	New York
45.	WAYL-F	Minneapolis
46.	KOSI-F	Denver
	WPCH-F	Atlanta
48.	KFOG-F	San Francisco
49.	WPNT-F	Pittsburgh
50.	WHUE-F	Boston

NEWS AND TALK

1.	WOR	New York
2.	WCBS	New York
3.	KABC	Los Angeles
4.	WINS	New York
5.	KMOX	St. Louis
6.	KGO	San Francisco
7.	KYW	Philadelphia
8.	WBBM	Chicago
9.	KNX	Los Angeles
10.	WMCA	New York
11.	KFWB	Los Angeles
12.	KCBS	San Francisco
13.	WIND	Chicago
14.	WEEI	Boston
15.	KMPC	Los Angeles
16.	WWDB-F	Philadelphia
17.	WWJ	Detroit
18.	KTRH	Houston
19.	KRLD	Dallas
20.	WNWS	Miami
21.	KIRO	Seattle
22.	KOA	Denver
23.	WXYZ	Detroit
24.	WHO	Des Moines
25.	WCAU	Philadelphia
26.	KPRC	Houston
27.	KTAR	Phoenix
28.	WRC	Washington
29.	WINZ	Miami
30.	WFAA	Dallas
31.	WOAI	San Antonio
32.	WERE	Cleveland
33.	WTOP	Washington
34.	KCMO	Kansas City
35.	WITS	Boston
36.	KVI	Seattle
37.	KSDO	San Diego
38.	KMJ	Fresno
39.	WEAN	Providence

COUNTRY

1.	WMAQ	Chiago
2.	WHN	New York
3.	WBAP	Dallas-FW
4.	WDAF	Kansas City
5.	KLAC	Los Angeles
6.	KSCS-F	Dallas-FW
7.	WSOC-F	Charlotte
8.	KILT-F	Houston
9.	WIVK-F	Knoxville
10.	WJEZ-F	Chicago
11.	WWWW-F	Detroit
12.	KSSN-F	Little Rock
13.	WTQR-F	Greens-WS
14.	KKYX	San Antonio
15.	KVOO	Tulsa
16.	KIKK-F	Houston
17.	WKHK-F	New York
18.	KHJ	Los Angeles
19.	WQYK-F	Tampa
20.	WPOC-F	Baltimore
21.	WDGY	Minneapolis
22.	WCXI	Detroit
23.	KNEW	San Francisco
24.	KZLA-F	Los Angeles
	WSUN	Tampa
26.	WZZK-F	Birmingham
27.	KPLX-F	Dallas-FW
28.	WEEP	Pittsburgh
29.	WHK	Cleveland
30.	WVKX-F+	Washington
31.	KRAK	Sacramento
32.	KOMA	Oklahoma City
33.	WIL-F	St. Louis
	KSD	St. Louis
35.	KLZ	Denver
36.	KNIX-F	Phoenix
37.	WMZQ-F	Washington
38.	WBCS-F	Milwaukee
39.	WESC-F	Green-Spart
40.	WCMS-F	Norfolk
41.	WFMS-F	Indianapolis
42.	WAMZ-F	Louisville
43.	WYNK-F	Baton Rouge
44.	KSAN-F	San Francisco
45.	WPLO	Atlanta
46.	WKSW-F	Cleveland
47.	WSIX-F	Nashville
	WCOS-F	Columbia,SC
49.	WWVA	Wheeling

BLACK/URBAN/DISCO/JAZZ

1.	WBLS-F	New York
2.	WKTU-F	New York
3.	KMJQ-F	Houston
4.	WDAS-F	Philadelphia
5.	KIIS-F	Los Angeles
6.	KSOL-F	San Francisco
7.	WGCI-F	Chicago
8.	WXLO-F	New York
9.	WJPC	Chicago
10.	KUTE-F	Los Angeles
11.	KKDA-F	Dallas
12.	WBMX-F	Chicago
13.	WCAU-F	Philadelphia
14.	WKYS-F	Washington
15.	WXYV-F	Baltimore
16.	WVEE-F	Atlanta
17.	WAMO-F	Pittsburgh
18.	KMJM-F	St. Louis
19.	WHUR-F	Washington
20.	WJLH	Los Angeles
21.	KBLX-F	Los Angeles
22.	KNOK-F	Dallas
23.	KACE-F	Los Angeles
24.	KDAY	Los Angeles
25.	WAIL-F	New Orleans
26.	WJLB-F	Detroit
27.	WNJR	Newark
28.	WOOK-F	Washington
29.	WTLC-F	Indianapolis
30.	WLBS-F	Detroit
31.	WVON	Chicago
32.	WLIB	New York
33.	WJMI-F	Jackson, MS
34.	WHRK-F	Memphis
35.	WGPR-F	Detroit
36.	WENN-F	Birmingham
37.	WEDR-F	Miami
38.	KDIA	San Francisco
39.	WTMP	Tampa
	WWIN	Baltimore
41.	WDMT-F	Cleveland
42.	WJZZ-F	Detroit
43.	WRBD	Ft. Lauderdale
44.	WQDW-F	Green-NB
45.	WWRL	New York
46.	WPLZ-F	Richmond
47.	WRAP	Norfolk
48.	WZAK-F	Cleveland
49.	WCIN	Cincinnati
50.	WCHB	Detroit

SPANISH

1.	WADO	New York
2.	WJIT	New York
3.	KTNQ	Los Angeles
4.	WRHC	Miami
5.	KROQ-F	Los Angeles
6.	KGBT	McAllen-Browns
7.	WQBA	Miami
8.	KWKW	Los Angeles
9.	KLVE-F	Los Angeles
10.	KALI	Los Angeles
11.	WCMQ-F	Miami
12.	KCOR	San Anotnio
13.	WHTT	Miami
14.	WOJO-F	Chicago
15.	WCMQ	Miami
16.	KEYH	Houston
17.	WQBA-F	Miami
18.	KBRG-F	San Francisco
	KPHX	Phoenix
20.	KXEX	Fresno
21.	KLAT	Houston
	KLVL	Houston
23.	KIQI	San Francisco
24.	WOCN	Miami
25.	KUNO	Corpus Christi
	KAMA	El Paso
27.	KVAR-F	San Antonio
28.	KGST	Fresno
29.	WYOU	Tampa
	KOFY	San Francisco

RELIGION

1.	KBRT	Los Angeles
2.	KIEV	Los Angeles
3.	WROL	Boston
4.	KPBC	Dallas
5.	KBIQ	Seattle
6.	KFAX	San Francisco
7.	WDJC-F	Birmingham
8.	WYCB	Washington
9.	WMUZ-F	Detroit
	WPIT	Pittsburgh
11.	KGDN	Seattle
12.	WENN	Birmingham
	KGOL-F	Houston
	KYMS-F	Los Angeles
15.	KCIJ	Shreveport
16.	KCFO-F	Tulsa
17.	WEZE	Boston
	WRBS-F	Baltimore
	WEMM-F	Huntington
20.	WXRI-F	Norfolk
21.	WHPE-F	Green-WS
	KSKY	Dallas
23.	WDAC-F	Lancaster
24.	KHCB-F	Houston
	WUST	Washington
	WPAY-F	Huntington
27.	WSUM	Parma, OH
	KSUD	Memphis
29.	WZZD	Philadelphia
30.	KEXS	Kansas City

BIG BAND

1.	WNEW	New York
2.	WPEN	Philadelphia
3.	WXKS	Boston
4.	WHLI	Long Island
5.	KEZW	Denver
6.	WCOL	Columbus
7.	WLKW	Providence
	KGIL+	Los Angeles
9.	KMPX	San Francisco
10.	KIXI	Seattle
11.	KFJZ	Dallas
12.	WMAS	Springfield, MA
13.	KMLO	San Diego
14.	WLQY	St. Lauderdale
15.	WITH	Baltimore
16.	KLFF	Phoenix
17.	WFBL	Syracuse
18.	WSHO	New Orleans
19.	WAYE	Baltimore
20.	WKAT	Miami
21.	WPXN	Rochester
22.	WNUF-F	Pittsburgh
23.	WEAM	Washington
24.	WEW	St. Louis
25.	WAMR	Sarasota
	WINN	Louisville
	WEST	Allen-Beth
	WAVZ	New Haven
	WWIW	New Orleans
30.	KRSI-F	Minneapolis

CLASSICAL

1.	WQXR-F	New York
2.	WNCN-F	New York
3.	WFMT-F	Chicago
4.	KDFC-F+	San Francisco
5.	KFRC-F	Los Angeles
6.	WFLN-F+	Philadelphia
7.	WGMS-F+	Washington
8.	KKHI-F+	San Francisco
9.	WCRB-F	Boston
10.	KFSD-F	San Diego
11.	KVOD-F	Denver
12.	WTMI-F	Miami
13.	WCLE-F	Cleveland
14.	KING-F	Seattle
15.	KFAC	Los Angeles
16.	KLEF-F	Houston
17.	WNIB-F	Chicago
18.	WRR-F	Dallas
19.	WFMR-F	Milwaukee

NOTE: Add WQRS-F in Detroit - # 9

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 600 stations is examined. The following information is included for each station.

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PER CENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+, Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PER CENT TEENS, 18-34, 18-49, 50+: This is simply the percentage of a station's total audience (12+, Metro, Broadcast Week) which lies in these demographic breaks.

PER CENT MALE/FEMALE (%M, %F): The methodology is the same as that for Teens, etc.

Below are the means for the above breakdowns by format. Also included is the number of stations sampled.

( ) = A/M 80 figures

	STAT	TSL	T/O RATIO	% EXCL	% TEENS	%18-34	%18-49	%50+	%M	%F
ROCK/CONTEMP	100	8.0	15.9	9.5	24.2	58.3	70.9	4.9	44.1	55.9
	(110)	(7.3)	(17.2)	(8.9)	(24.9)	(56.0)	(69.1)	(6.0)	(43.9)	(56.1)
AOR	71	9.4	13.5	9.7	26.2	69.0	72.6	1.2	65.6	34.4
	(65)	(9.2)	(13.7)	(9.7)	(23.7)	(71.5)	(75.1)	(1.2)	(65.6)	(34.4)
AC/SOFT	54	7.6	16.6	6.1	5.2	63.4	83.6	11.2	41.5	58.5
	(54)	(7.6)	(16.5)	(7.0)	(5.4)	(60.5)	(83.3)	(11.3)	(42.1)	(57.9)
MOR	70	8.3	15.1	10.9	2.2	20.3	46.0	51.8	44.1	55.9
	(67)	(8.3)	(15.2)	(11.5)	(2.2)	(19.3)	(45.2)	(52.6)	(43.6)	(56.4)
BTFL MUSIC	106	10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
	(103)	(10.1)	(12.5)	(9.9)	(1.0)	(17.0)	(43.7)	(55.3)	(41.2)	(58.8)
COUNTRY	88	9.7	13.0	15.0	4.2	30.7	62.5	33.3	49.5	50.5
	(74)	(9.8)	(12.8)	(15.6)	(3.5)	(30.1)	(63.6)	(32.9)	(49.2)	(50.8)
NEWS/TALK	47	7.8	16.3	8.1	0.9	13.0	31.9	67.2	47.8	52.2
	(43)	(7.5)	(15.8)	(9.2)	(1.0)	(13.8)	(34.7)	(64.3)	(50.3)	(49.7)
BLACK/URBAN	47	10.0	12.6	20.5	21.4	54.1	69.6	10.0	43.2	56.8
	(47)	(9.8)	(12.8)	(16.5)	(21.3)	(53.4)	(68.3)	(10.4)	(42.7)	(57.3)
RELIGION	14	8.1	15.6	10.2	4.4	30.9	48.9	46.7	31.9	68.1
	(13)	(8.1)	(15.5)	(10.5)	(4.2)	(27.7)	(56.9)	(38.9)	(31.8)	(68.2)
SPANISH	15	14.3	8.8	24.0	4.5	28.9	57.1	38.4	35.3	64.7
	(11)	(13.5)	(9.3)	(28.3)	(3.1)	(33.3)	(62.8)	(34.1)	(35.4)	(64.6)
CLASSICAL	19	7.5	16.9	6.0	1.1	28.4	59.2	39.7	53.3	46.7
	(19)	(7.3)	(17.2)	(6.0)	(1.2)	(29.7)	(56.4)	(42.4)	(54.4)	(45.6)
BIG BAND/NOST	17	9.5	13.2	8.4	0.8	8.2	28.5	70.7	45.7	54.3

(April/May 80 information not available)

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		8.0	15.9	9.5	24.2	58.3	70.9	4.9	44.1	55.9
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WABC	NY	5.9	21.5	4.8	8	44	71	21	53	47
WNBC	NY	6.4	19.7	5.4	18	42	71	11	48	52
WPIX	NY	6.1	20.7	4.8	39	45	55	6	42	58
WLS	Chi	5.4	23.4	9.2	26	47	64	10	44	56
WKQX	Chi	7.4	17.6	6.4	12	61	78	10	42	58
WLS-F	Chi	6.6	19.0	5.4	28	69	71	1	62	38
WNDU-F	SB	13.2	9.6	8.5	24	57	68	8	48	52
WIFI	Phil	7.8	16.1	9.6	39	45	56	5	34	66
WIOQ	Phil	7.7	16.3	4.1	6	86	91	3	43	57
KIQQ	LA	5.9	22.3	5.3	23	57	74	3	45	55
KRLA	LA	8.1	15.5	8.6	13	61	81	6	50	50
KGB	SD	6.0	20.9	8.0	31	48	67	2	55	45
KFRC	SF	5.5	22.8	7.3	38	43	56	6	42	58
KSFX	SF	4.7	26.5	4.2	17	63	80	3	45	55
WVBF	Boston	6.7	18.8	5.1	28	64	70	2	40	60
WDRQ	Det	5.8	21.7	6.6	36	40	61	3	43	57
KSTT	D-RI-M	8.3	15.2	11.6	12	63	81	7	45	55
WSTW	Wilm	10.0	12.6	7.4	18	67	81	1	44	56
WPJB	Prov	6.4	19.8	4.4	35	52	61	4	44	56
WPRO-F	Prov	8.2	15.4	6.2	15	54	77	8	41	59
KRBE	Hou	7.6	16.6	7.3	43	46	55	2	47	53
WPGC	Wash	8.1	15.6	7.2	21	59	76	4	37	63
WRQX	Wash	8.3	15.3	5.8	27	62	71	2	50	50
WGCL	Cleve	6.9	18.3	6.5	30	58	68	2	51	49
KSFM	Sacra	8.3	15.1	6.1	37	55	62	1	40	60
WEZB	NO	9.6	13.1	15.7	35	52	61	4	55	45
WTIX	NO	8.7	14.5	13.4	12	63	76	12	49	51
KSTP	M-SP	9.8	12.8	9.7	14	63	82	4	40	60
WBSB	Balt	7.7	16.3	8.3	23	67	74	3	45	55
KOPA	Phoe	7.8	16.1	7.3	27	48	62	1	37	63
KZZP+	Phoe	8.9	14.1	4.5	26	66	71	3	42	58
WKRQ	Cin	7.3	17.2	10.2	28	58	70	2	41	59
WQXI-F	Atl	8.2	15.3	4.2	7	77	92	1	46	54
WZGC	Atl	8.4	14.9	11.7	33	51	64	3	42	58
KEGL	D-FW	6.8	18.4	4.2	27	67	71	2	61	39
KNUS	D-FW	6.0	20.9	2.7	47	45	52	1	45	55
KSLQ	ST L	6.4	19.8	6.1	22	52	67	11	29	71
WNCI	Col,O	8.0	15.7	6.2	8	74	88	4	39	61
WXGT	Col,O	8.9	14.2	11.5	33	56	67	0	42	58
KBEQ	KC	7.1	17.7	5.3	23	71	76	1	43	57
WHB	KC	8.1	15.5	13.5	7	70	89	4	36	64
WXKX	Pitt	7.1	17.6	8.2	40	45	57	3	36	64
WBEN-F	Buff	6.6	19.0	4.1	21	56	73	6	35	65
WKBW	Buff	6.6	19.0	8.8	15	44	71	14	42	58
KIMN	Denver	5.8	21.6	7.2	17	60	76	7	48	52
KOAQ	Denver	7.0	17.9	3.3	35	52	64	1	44	56
WZUU	Milw	6.2	20.2	6.8	11	60	79	10	44	56
WGH	Norf	6.7	18.9	9.4	16	54	69	15	41	59
WINZ-F	Miami	8.1	15.5	9.4	36	48	60	4	43	57
WHYI	Miami	8.3	15.1	6.1	24	62	71	5	36	64

ROCK/CONTEMP/TOP 40

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		8.0	15.9	9.5	24.2	58.3	70.9	4.9	44.1	55.9
WCKX	Tampa	10.9	11.5	10.5	23	54	70	7	44	56
WRBQ	Tampa	11.5	10.9	15.6	19	61	77	4	43	57
KJR	Sea	5.6	22.4	4.9	22	60	74	4	48	52
KNBQ	Sea	9.3	13.6	16.3	34	58	64	2	54	46
KYYX	Sea	7.4	17.0	8.1	20	63	77	3	54	46
WIKS	Indy	7.0	18.0	7.6	28	58	66	6	30	70
WNAP	Indy	10.9	11.6	7.7	19	74	79	2	50	50
KOFM	OK C	7.9	16.0	7.5	30	61	66	4	37	63
WMC-F	Memph	7.2	17.4	9.7	37	51	59	4	43	57
WWKX	Nash	8.3	15.2	6.5	27	58	72	1	60	40
KGW	Port	6.8	18.4	10.7	10	56	73	17	35	65
WGRD	GR	6.7	18.8	7.5	46	43	51	3	32	68
WKFR	Kala	11.2	11.2	4.5	12	76	88	0	43	57
WMEE	F. Wayne	7.4	17.0	3.4	27	56	65	8	40	60
WPTH	F. Wayne	7.0	17.9	3.7	29	64	69	3	44	56
WZEE	Mad	8.4	15.0	2.4	25	69	75	0	61	39
WLAN-F	Lanc	10.8	11.7	12.2	23	64	74	3	50	50
WQXA	York	8.6	14.6	8.9	30	58	67	3	56	44
WFBC-F	Green,SC	9.7	17.6	8.1	10	61	82	8	37	63
WANS-F	Green,SC	11.6	10.8	12.8	24	65	74	2	62	38
WBCY	Char,NC	8.1	15.6	7.5	18	71	76	9	53	47
WVIC	Lans	5.1	24.9	8.3	24	59	74	2	42	58
WQSM	Fay,NC	10.3	12.2	13.9	13	80	87	0	65	35
WBJW	Orl	8.2	15.5	15.4	34	60	65	1	45	55
WRAL	Ral	9.8	12.9	9.1	8	70	85	7	40	60
WSEZ	G-WS	10.5	12.0	14.0	33	46	59	8	44	56
WKJJ	Louis	8.2	15.3	7.3	34	51	63	3	43	57
WKXX	Birm	11.5	11.0	14.5	29	56	66	5	41	59
WFLY	A-S-T	7.4	17.1	6.8	36	49	63	1	30	70
WKRZ	NE PA	9.8	12.9	9.9	19	60	72	9	43	57
WKEE	Hunt,WV	12.3	10.2	19.1	22	58	69	9	45	55
WVAF	Char,WV	12.3	10.2	22.2	28	57	65	7	44	56
WCCK	Erie	10.5	12.0	21.1	18	63	77	5	43	57
WFBG	Altoo	10.9	11.5	17.7	20	40	60	20	32	68
WRVQ	Rich	8.8	14.3	10.3	19	67	78	3	40	60
WXLK	Roan	11.7	10.7	19.7	27	48	68	5	43	57
WNOK	Col,SC	11.5	11.0	19.9	18	68	79	3	49	51
WBBQ-F	Aug	9.8	12.9	12.6	17	58	77	6	55	45
WFMF	BR	14.0	9.0	17.7	24	63	74	2	47	53
KHFI	Austin	10.8	11.7	15.8	28	64	69	3	47	53
WSKZ	Chatta	10.0	12.6	17.1	37	52	63	0	34	66
WGBF	Evans	7.6	16.6	14.2	17	51	65	18	39	61
KFYE	Fresno	8.7	14.5	9.6	18	65	80	2	42	58
KYNO-F	Fresno	11.9	10.6	21.5	21	70	76	3	31	69
WIXX	G. Bay	8.7	14.5	10.9	29	60	69	2	44	56
KTSA	S. Ant	7.9	16.0	10.4	16	49	77	7	40	60
KWTO-F	Spr,MO	11.6	10.9	18.4	20	65	74	6	43	57
WMHE	Toledo	9.1	13.9	11.6	19	65	79	2	40	60
KEYN	Wich	10.6	11.8	15.4	23	64	74	3	37	63
WYFM	Young	6.4	19.8	6.7	38	45	59	3	40	60

AOR

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 13-49	% 50+	%M	%F
NATIONAL MEAN:		9.4	13.5	9.7	26.2	69.0	72.6	1.2	65.6	34.4
WNEW	NY	8.1	15.5	3.3	5	80	89	6	61	39
WPLJ	NY	9.1	13.9	9.6	36	60	63	1	66	34
WLUP	Chi	6.0	20.9	2.9	32	65	68	0	66	34
WMET	Chi	7.0	18.1	4.1	30	66	69	1	65	35
WMMR	Phil	7.6	16.7	2.8	29	64	70	1	59	41
WYSP	Phil	6.4	19.8	3.4	38	56	60	2	64	36
KLOS	LA	6.5	19.2	3.3	22	72	76	2	64	36
KMET	LA	7.2	17.4	3.7	23	68	74	3	67	33
KGB-F	SD	8.8	14.3	7.4	12	85	88	0	66	34
KMEL	SF	8.1	15.6	4.2	16	78	83	1	67	33
KOME	SF/SJ	8.9	14.2	6.2	24	71	76	0	73	27
WBCN	Boston	7.3	17.4	6.9	10	80	89	1	62	38
WCOZ	Boston	11.6	10.9	13.2	42	55	58	0	59	41
WABX	Det	5.4	23.4	1.0	23	71	76	1	59	41
WLLZ	Det	8.9	14.2	4.4	41	56	58	1	62	38
WRIF	Det	6.5	19.4	2.6	16	73	83	1	73	27
WZZO	A-B-E	10.7	11.7	9.5	32	57	62	6	59	41
WLOL	Hou	12.9	9.8	13.2	33	65	67	0	67	33
WAVA	Wash	7.9	15.9	5.9	19	76	81	0	53	47
WWDC	Wash	8.0	15.8	7.0	38	60	62	0	64	36
WMMS	Cleve	9.9	12.7	9.2	16	77	81	3	63	37
KZAP	Sacra	11.7	10.7	17.9	39	56	59	2	68	32
WHCN	Hart	8.9	14.2	1.1	38	62	62	0	58	42
KDWB	M-SP	7.6	16.6	4.6	41	57	58	1	59	41
KQRS+	M-SP	7.3	17.2	4.1	24	74	75	1	66	34
WIYY	Balt	11.0	11.5	12.5	29	67	70	1	59	41
KDKB	Phoe	10.4	12.1	12.7	23	73	76	1	71	29
WEBN	Cin	9.6	13.2	11.6	28	68	71	1	69	31
WKLS	Atl	11.0	11.5	17.1	31	67	69	0	69	31
KTXQ	D-FW	7.5	16.7	4.3	30	68	70	0	61	39
KZEW	D-FW	8.7	14.5	6.7	10	86	89	1	73	21
KSHE	ST L	10.8	11.7	9.8	18	74	82	0	75	25
WWWK	ST L	9.7	13.0	8.1	44	53	56	0	59	41
WLVQ	Col,O	12.1	10.4	17.5	17	78	83	0	55	45
KYYS	KC	8.9	14.2	13.8	40	56	60	0	63	37
WDVE	Pitt	11.3	11.2	6.3	26	69	72	2	59	41
WGRQ	Buff	10.4	12.1	11.1	42	54	57	1	62	38
KAZY	Denver	8.6	14.7	2.1	21	71	75	4	54	46
KBPI	Denver	9.3	13.6	6.9	27	68	73	0	58	42
WLPX	Milw	7.6	16.7	6.3	34	64	65	1	63	37
WQFM	Milw	9.1	13.8	2.0	17	83	83	0	66	34
WTUE	Dayton	9.4	13.5	9.4	27	69	72	1	64	36
WNOR-F	Norf	10.6	11.8	11.5	6	89	93	1	70	30
WMYK	Norf	10.6	11.9	18.3	29	64	69	2	70	30
WQXM	Tampa	12.4	10.2	14.7	28	67	71	1	66	34
KISW	Sea	12.3	10.3	13.3	34	63	65	1	71	29
WFBQ	Indy	12.4	10.2	11.8	25	67	73	2	59	41
KXXY	OK C	11.0	11.5	7.0	29	69	70	1	86	14
WZXR	Memph	12.8	9.9	16.6	26	69	72	2	77	23
WKDF	Nash	10.8	11.7	14.2	33	61	66	1	63	37

AOR

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.4	13.5	9.7	26.2	69.0	72.6	1.2	65.6	34.4
KGON	Port,O	10.4	12.1	14.9	38	59	59	3	67	33
WLAV	GR	9.7	13.0	11.0	18	78	81	1	70	30
WWCK	Flint	9.0	14.0	10.4	31	62	69	0	59	41
WTPA	Harris	12.2	10.4	15.6	16	84	84	0	62	38
WROQ	Char,NC	8.8	14.4	9.4	17	81	83	0	74	36
WJXQ	Lans	9.6	13.1	11.2	26	70	74	0	71	29
WDIZ	Orl	10.9	11.5	20.7	31	68	68	1	69	31
WQDR	Ral	8.9	14.1	9.6	19	76	80	1	58	42
WPYX	A-S-T	12.5	10.0	14.1	21	72	75	4	61	39
WAAF	Worc	10.2	12.4	10.3	31	66	69	0	77	23
WSYR	Syra	8.9	14.2	8.2	30	60	67	3	57	43
WCMF	Roch	10.1	12.5	5.1	20	79	80	0	70	30
WRXL	Rich	11.2	11.2	15.1	27	62	70	3	63	37
KWXL	Alb	11.3	11.1	16.5	25	70	73	2	67	33
KLBJ-F	Austin	11.1	11.3	16.3	5	85	90	5	67	33
KILO	Col Spg	10.5	12.0	15.7	14	84	86	0	70	30
KLAQ	EP	14.4	8.8	23.5	30	65	68	2	80	20
KDUK	Hono	11.7	10.8	13.6	23	72	75	2	81	19
KEZO	Omaha	11.6	10.9	13.8	27	67	72	1	69	31
WIOT	Tol	11.6	10.9	13.5	24	71	74	2	69	21
WSRD	Young	9.3	13.6	2.5	27	64	70	3	65	35

AC/SOFT

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.6	16.6	6.1	5.2	63.4	83.6	11.2	41.5	58.5
WCBS-F	NY	6.4	19.5	3.5	3	50	88	9	50	50
WTFM	NY	7.6	16.6	3.0	2	65	87	11	51	49
WYNY	NY	6.9	18.2	4.3	6	62	85	9	41	59
WICC	Bridge	7.7	16.4	8.5	8	30	61	31	35	65
WBBM	Chi	5.9	21.3	3.3	8	60	87	5	42	58
WFYR	Chi	7.0	18.1	3.6	2	80	94	4	35	65
WROK	Rock	7.5	16.7	9.3	4	37	66	30	44	56
WMGK	Phil	8.1	15.5	5.7	5	65	86	9	33	67
WSNI	Phil	8.8	14.3	7.1	2	25	63	35	40	60
KHTZ	LA	7.4	17.1	6.6	8	74	89	3	38	62
KNX	LA	8.1	15.5	3.7	2	78	93	5	50	50
KRTH	LA	6.7	18.8	3.1	5	79	92	3	49	51
KFMB-F	SD	5.5	22.9	3.7	7	73	82	11	33	67
KIOI	SF	7.3	17.3	2.8	6	72	90	4	50	50
KYUU	SF	8.0	15.7	5.8	9	64	88	3	47	53
WEEI	Boston	7.6	16.6	4.5	2	63	81	16	41	59
WROR	Boston	9.6	13.5	5.7	4	63	91	5	45	55
WMJC	Det	7.1	17.8	4.5	9	71	83	8	41	59
WNIC	Det	6.6	19.0	2.5	6	75	89	5	43	57
WTWR	Det	7.3	17.2	3.5	6	68	91	3	45	55
CKLW	Det	4.7	26.8	4.3	10	49	78	12	46	54
WLEV	A-B-E	10.9	11.6	9.1	8	58	86	6	43	57
WPRO	Prov	7.2	17.5	6.5	5	37	68	27	35	65
KFMK	Hou	7.9	15.9	6.5	7	86	91	2	35	65
WASH	Wash	9.2	13.8	8.1	0	67	90	10	41	59

AC/SOFT

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.6	16.6	6.1	5.2	63.4	83.6	11.2	41.5	58.5
WJMD	Wash	8.0	15.7	4.0	1	74	90	9	49	51
WZZP	Cleve	8.7	14.5	6.3	6	71	87	7	29	71
KXOA	Sacra	9.0	13.9	6.7	4	73	87	9	31	69
WIOF	Hartf	6.4	19.8	5.8	4	75	91	5	45	55
WCCO	M-SP	5.8	21.6	4.5	3	75	85	12	36	64
KBBC	Phoe	8.9	14.1	6.1	2	86	96	2	40	60
KOOL	Phoe	8.9	14.1	7.6	3	77	92	5	48	52
WRRM	Cin	10.2	12.4	11.0	3	63	91	6	42	58
WKRC	Cin	7.3	17.3	7.4	3	45	64	33	41	59
WLTA	Atl	11.7	10.8	9.2	2	59	93	5	34	66
KMGC	D-FW	6.4	19.7	4.5	4	79	95	1	44	56
KVIL	D-FW	9.4	13.4	11.2	6	68	88	6	42	58
KSD-F	ST L	7.4	17.1	4.6	8	60	76	16	39	61
KUDL	KC	7.3	17.3	1.1	6	69	89	5	37	63
WTAE	Pitt	7.8	16.2	6.2	2	46	77	21	51	49
WGR	Buff	5.7	22.2	7.2	7	34	62	31	46	54
KPPL	Denver	8.6	14.7	2.7	12	61	86	2	33	67
WWDE	Norf	9.4	13.4	5.1	1	58	90	9	40	60
WWWL	Miami	8.6	14.6	6.4	3	90	97	3	56	44
KING	Sea	5.7	22.1	5.9	8	69	80	12	43	57
WSM-F	Nash	10.5	12.0	11.7	0	65	80	20	47	53
WJFM	GR	8.2	15.3	5.7	6	74	93	1	33	67
WFMK	Lans	8.8	14.3	6.0	4	78	90	6	39	61
WRMF-F	W. Palm	10.9	11.6	8.7	7	61	80	13	38	62
WHYN	Spr,MA	7.8	16.2	11.0	7	44	68	25	47	53
WHEN	Syra	6.8	18.5	8.6	13	50	67	20	37	63
WVOR	Roch	9.4	13.4	7.6	3	63	86	11	43	57
WBBF	Roch	5.6	22.5	9.5	11	51	67	22	42	58
WROV	Roan	8.2	15.3	8.6	5	54	71	24	36	64

MOR

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		8.3	15.1	10.9	2.2	20.3	46.0	51.8	44.1	55.9
WGN	Chi	9.6	13.1	8.2	1	11	40	59	46	54
WJBC	Bloom	12.8	9.9	20.6	2	22	45	53	47	53
WIP	Phil	8.0	15.8	10.1	3	23	57	40	39	61
KFMB	SD	6.7	18.8	9.2	1	28	64	35	56	44
KNBR	SF	6.2	20.3	4.8	5	32	61	34	55	45
KSFO	SF	7.7	16.4	6.0	3	18	51	46	58	42
WBZ	Boston	6.6	19.1	8.0	3	19	44	53	38	62
WHDH	Boston	8.8	14.4	7.5	3	22	56	41	34	66
WJR	Det	8.5	14.8	7.3	3	12	30	67	50	50
WOMC	Det	10.7	11.8	9.0	2	36	83	15	42	58
WMBD	Peo	8.6	14.7	10.7	2	10	25	73	30	70
WEEU	Read	11.3	11.1	7.5	0	7	26	74	37	63
WDEL	Wilm	7.0	18.1	10.4	2	15	37	61	44	56
WHJJ	Prov	6.1	19.5	5.0	2	26	48	50	55	45
WMAL	Wash	8.1	15.6	10.0	2	12	52	46	46	54

					MOR					
NATIONAL MEAN:		8.3	15.1	10.9	2.2	20.3	46.0	51.8	44.1	55.9
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WWWE	Cleve	6.7	18.9	6.8	3	32	60	37	63	37
WGAR	Cleve	7.3	17.2	11.6	5	44	68	27	46	54
KGNR	Sacra	7.5	16.8	11.7	1	13	42	57	44	56
WTIC	Hart	11.8	10.7	15.6	2	13	33	65	41	59
WELI	NH	11.1	11.4	16.4	0	12	31	69	41	59
WSMB	NO	12.8	9.8	8.2	1	0	16	83	34	66
WCCO-F	M-SP	10.2	12.4	12.4	1	12	37	62	48	52
WBAL	Balt	9.5	13.3	10.0	0	5	25	75	44	56
WCBM	Balt	9.3	13.6	10.7	3	36	67	30	46	54
KOY	Phoe	7.5	16.8	9.7	1	29	67	32	45	55
WCKY	Cin	10.7	11.7	10.8	0	7	23	77	41	59
WLW	Cin	6.8	18.4	9.5	2	21	39	59	54	46
WSB	Atl	7.8	16.2	15.5	1	10	37	62	39	61
KMBZ	KC	7.9	15.9	9.5	1	26	44	55	45	55
KDKA	Pitt	10.3	12.2	12.6	2	11	39	59	40	60
WBEN	Buff	9.5	13.2	13.4	1	17	37	62	44	56
KHOW	Denver	5.9	21.3	4.6	3	44	78	19	47	53
WISN	Milw	6.5	19.3	4.4	5	33	60	35	53	47
WTMJ	Milw	9.0	14.0	6.7	2	12	29	69	44	56
WHIO	Dayton	9.9	12.8	11.2	1	13	42	57	46	54
WTAR	Norf	10.8	11.7	17.7	1	18	43	56	51	49
WIOD	Miami	8.3	15.2	3.0	1	10	37	62	50	50
WFLA	Tampa	6.5	19.3	7.4	1	17	40	59	47	53
KOMO	Sea	7.2	17.5	11.2	1	13	46	54	52	48
WIBC	Indy	9.9	12.7	17.5	2	24	48	50	43	57
KTOK	OK C	9.7	13.0	17.7	1	14	36	63	39	61
KEX	Port,O	8.9	14.1	6.0	2	27	55	43	46	54
WOOD	GR	7.8	16.1	11.7	1	13	46	53	41	59
WKZO	Kala	8.0	15.7	10.6	2	13	33	65	41	59
WSGW	Sag	10.4	12.2	18.8	0	15	48	52	41	59
WOWO	F Wayne	8.2	15.4	15.5	6	31	45	49	42	58
KSL	SLC	7.6	16.6	13.2	2	39	68	30	47	53
WHP	Harris	11.0	11.5	14.8	1	7	29	70	42	58
WSBA	York	8.1	15.6	10.8	3	28	61	36	37	63
WBT	Char,NC	8.3	15.1	14.8	7	36	66	27	44	56
WDBO	Orl	8.3	15.2	9.5	0	9	28	72	42	58
WPTF	Ral	8.2	15.4	13.9	0	20	41	59	39	61
WSJS	G-WS	9.5	13.2	17.9	1	21	40	59	38	62
WHAS	Louis	6.8	18.5	17.9	3	29	50	47	49	51
WGY	A-S-T	9.1	13.8	10.0	4	22	47	49	42	58
WARM	NE PA	8.3	15.1	8.7	2	15	39	59	36	64
WGAN	Port,M	7.6	16.6	10.8	5	34	58	37	53	47
WRIE	Erie	7.4	16.9	10.5	3	35	65	32	42	58
WSYR	Syra	9.0	14.0	11.5	2	10	27	71	34	66
WHAM	Roch	7.3	17.2	9.0	2	14	32	66	44	56
WRVA	Rich	10.5	12.0	18.7	1	19	41	58	39	61
WAKR	Akron	7.4	16.9	10.9	3	11	33	64	37	63
KOB	Albuq	7.5	16.8	11.4	0	30	65	35	39	61
KRNT	Des M	8.9	14.1	13.6	2	17	46	52	37	63
KSSK	Hono	7.4	17.1	10.0	3	34	64	33	51	49
KFAB	Omaha	10.6	11.8	23.2	2	16	44	54	43	57
WSPD	Toledo	8.0	15.8	10.3	3	18	44	53	44	56
KRMG	Tulsa	10.1	12.5	12.9	3	15	35	62	40	60
WKBN	Young	7.4	16.9	9.3	1	23	54	45	47	53

BEAUTIFUL MUSIC

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
WPAT-F	NY	9.6	13.1	4.2	0	13	42	58	44	56
WRFM	NY	12.8	9.9	9.7	1	10	33	66	40	60
WEZN	Bridge	14.2	8.9	11.6	1	12	37	62	38	62
WLAK	Chi	8.4	15.1	5.2	1	13	30	69	53	47
WLOO	Chi	10.9	11.5	11.9	1	12	42	57	41	59
WRWC	Rock	13.1	9.6	9.4	0	20	40	60	45	55
WEAZ	Phil	10.0	12.6	6.4	1	10	33	66	36	64
WWSH	Phil	9.1	13.9	4.2	1	16	37	62	42	58
KBIG	LA	9.1	13.8	8.6	1	20	50	49	37	63
KJOI	LA	9.4	13.4	8.9	2	13	36	62	38	62
KOST	LA	8.3	15.2	4.1	3	15	52	45	43	57
KDUO	R-SB-On	11.4	11.0	8.8	0	3	35	65	42	58
KEZL	SD	9.0	14.0	3.0	0	27	61	39	52	48
KJQY	SD	12.0	10.5	9.2	0	9	30	70	42	58
KABL-F	SF	9.6	13.1	7.5	1	12	38	61	44	56
KFOG	SF	7.1	17.8	5.1	0	17	45	55	38	62
KOIT	SF	7.8	16.1	5.3	1	9	40	59	43	57
WHUE	Bost	7.0	17.9	3.9	0	14	39	61	46	54
WJIB	Bost	10.3	12.3	5.9	0	19	45	55	52	48
WCZY	Det	8.1	15.5	5.8	4	25	55	41	37	63
WJR	Det	8.0	15.8	3.4	0	9	32	68	40	60
WWJ-F	Det	6.6	19.0	4.1	2	17	42	56	34	66
WSWT	Peo	11.2	11.3	10.2	1	17	49	50	40	60
WQQQ	A-B-E	11.2	11.3	13.3	0	19	43	57	40	60
WJBR	Wilm	12.5	10.0	9.0	0	3	29	71	40	60
WHJY	Prov	8.9	14.1	1.5	0	7	39	61	52	48
WLKW	Prov	11.2	11.2	8.4	1	14	40	59	41	59
KODA	Hou	9.1	13.9	8.9	1	28	52	47	41	59
KYND	Hou	10.6	11.8	10.1	2	19	46	52	42	58
WGAY	Wash	9.6	13.2	9.7	1	16	47	52	38	62
WDOK	Cleve	10.0	12.6	12.4	1	12	36	63	37	63
WQAL	Cleve	10.6	11.9	10.0	0	13	45	55	48	52
KCTC	Sacra	9.8	12.8	7.9	3	23	69	38	49	51
KEWT	Sacra	10.7	11.8	14.0	0	11	33	67	40	60
WRCH	Hartf	9.5	13.3	5.8	1	15	37	62	44	56
WKSS	Hartf	13.4	9.4	9.2	1	13	35	64	43	57
WAJY	NO	8.7	14.5	13.6	2	34	73	25	35	65
WBYU	NO	11.3	11.1	11.5	2	16	34	64	46	54
KEEY	M-SP	9.0	14.0	2.8	1	22	54	45	41	59
WAYL-F	M-SP	8.3	15.2	6.0	2	22	40	58	32	68
WLIF	Balt	10.7	11.8	9.0	1	18	45	54	36	64
WMAR	Balt	10.8	11.7	5.3	1	16	44	55	42	58
KMEO	Phoe	11.3	11.1	8.2	1	7	28	71	36	64
KQYT	Phoe	10.2	12.4	11.5	0	13	44	56	39	61
WWEZ	Cin	11.1	11.5	8.8	0	13	36	64	45	55
WPCH	Atl	9.3	13.6	8.7	0	19	53	47	44	56
WSB	Atl	7.9	15.9	6.0	2	7	45	53	35	65
KMEZ	D-FW	11.4	11.1	11.9	0	26	60	40	40	60
KOAX	D-FW	9.9	12.7	13.5	2	10	37	61	37	63
KEZK	ST L	10.5	12.0	7.4	0	18	49	51	45	55

BEAUTIFUL MUSIC

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
WRTH	ST L	7.6	16.6	8.0	1	8	39	60	47	53
WBNS	Col,O	9.2	13.7	6.2	1	19	54	45	43	57
KCEZ	KC	11.3	11.1	10.5	1	16	32	67	36	64
KMBR	KC	10.7	11.8	6.3	3	15	55	42	42	58
WPNT	Pitt	8.3	15.2	2.1	0	15	39	61	34	66
WSHH	Pitt	10.6	11.9	5.1	0	8	32	68	35	65
WJYE	Buff	12.5	10.1	10.1	1	14	35	64	50	50
KLIR	Denver	9.0	14.0	8.6	1	21	47	52	41	59
KOSI	Denver	8.7	14.5	10.0	4	19	45	51	32	68
WEZW	Milw	10.6	11.9	7.7	0	12	43	57	39	61
WHIO	Dayton	13.2	9.6	13.5	1	18	44	55	40	60
WFOG	Norf	11.2	11.3	11.7	0	30	52	48	40	60
WKEZ	Norf	10.7	11.8	10.4	1	20	50	49	34	66
WLYF	Miami	8.4	14.9	7.5	1	7	34	65	38	62
WFLA	Tampa	9.6	13.2	12.0	0	4	14	86	34	66
WJYW	Tampa	11.1	11.3	11.4	0	13	35	65	44	56
WWBA	Tampa	13.1	9.6	15.1	1	8	17	82	44	56
KEZX	Sea	9.6	13.2	6.7	0	7	25	75	33	67
KSEA	Sea	10.8	11.6	5.5	0	15	42	58	39	61
WXTC	Indy	12.4	10.0	15.9	1	23	41	58	38	62
KKNG	OK C	12.2	10.3	15.6	0	17	52	48	40	60
WEZI	Memph	11.0	11.5	18.1	1	20	57	42	42	58
WZEZ	Nash	11.1	11.4	18.6	1	15	51	48	40	60
KUPL-F	Port,O	8.3	15.3	7.3	1	12	50	49	39	61
KXL-F	Port,O	9.8	12.9	8.5	0	18	39	61	38	62
WOOD-F	GR	10.7	11.7	8.8	0	15	38	62	39	61
WQLR	Kala	11.3	11.1	4.6	3	18	59	38	39	61
WGMZ	Flint	12.2	10.3	5.1	0	29	61	39	49	51
WGER	Sag	10.5	12.0	10.0	0	14	49	51	23	77
WEZV	F Wayne	10.7	11.8	4.0	0	25	47	53	35	65
KSFI	SLC	8.2	15.3	10.6	0	31	54	46	42	58
WHP-F	Harris	12.9	9.7	13.0	1	13	44	55	36	64
WSBA	York	10.7	11.8	14.0	5	24	57	38	37	63
WSPA-F	Green,SC	10.8	11.6	7.7	0	28	46	54	35	65
WEZC	Char,NC	12.1	10.4	15.0	0	10	45	55	51	49
WDBO-F	Orl	8.9	14.1	15.1	0	11	24	76	40	60
WHOO-F	Orl	12.3	10.3	16.5	0	16	41	59	34	66
WEAT-F	W Palm	12.4	10.2	14.4	0	8	16	84	37	63
WYYD	Ral	11.3	11.1	13.3	1	36	52	47	51	49
WGLD	G-WS	10.7	11.8	9.7	1	16	52	47	38	62
WVEZ	Louis	10.8	11.7	11.1	1	12	42	57	37	63
WROW-F	A-S-T	10.2	12.3	8.2	0	11	35	65	45	55
WLVU	Erie	10.4	12.1	12.1	4	9	35	61	43	57
WSRS	Worc	13.0	9.7	9.4	0	17	47	53	39	61
WHYN	Spr,MA	12.2	10.4	10.9	2	17	49	49	38	62
WEZO	Roch	12.5	10.1	20.1	1	8	36	63	38	62
WPVR	Roan	13.5	9.4	18.9	0	19	44	56	39	61
KKJY	Alb	12.1	10.4	18.8	0	10	40	60	46	54
KASE	Austin	11.5	11.0	21.5	0	11	42	58	33	67
WIKY	Evans	13.5	9.3	18.3	1	11	41	58	37	63
KKNU	Fresno	14.6	8.7	19.3	1	13	33	66	33	67

BEAUTIFUL MUSIC

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
WEZK	Knox	14.0	9.0	11.7	2	21	46	52	27	73
WLQR	Toledo	12.5	10.0	11.5	2	15	42	56	35	65
KBEZ	Tulsa	10.7	11.8	12.1	0	19	47	53	34	66
KBRA	Wich	12.3	10.2	18.0	0	14	33	67	42	58
WKBN	Young	10.1	12.5	8.2	1	14	40	59	28	72

COUNTRY

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.7	13.0	15.0	4.2	30.7	62.5	33.3	49.5	51.5
WHN	NY	8.1	15.6	3.7	2	16	53	45	57	43
WKHK	NY	7.8	16.3	4.2	3	33	78	19	52	48
WJEZ	Chi	8.8	14.3	12.0	2	34	71	27	55	45
WMAQ	Chi	7.4	17.0	12.0	4	22	50	46	50	50
KHJ	LA	6.2	20.4	6.3	3	36	63	34	40	60
KLAC	LA	7.4	16.9	7.2	2	16	57	41	59	41
KSON-F	SD	8.5	14.8	11.9	14	35	64	22	44	56
KNEW	SF	7.7	16.4	8.2	3	27	59	38	42	58
KSAN	SF	6.8	18.5	5.4	1	45	77	22	56	44
WCXI	Det	8.1	15.5	8.9	3	21	65	32	41	59
WWWW	Det	9.4	13.4	7.0	6	21	68	26	48	52
WHBF	D-RI-M	9.9	12.8	18.3	1	13	39	60	49	51
WXCL	Peo	10.0	12.6	18.3	3	27	56	41	47	53
WXKW	A-B-E	12.2	10.3	11.6	1	29	71	28	55	45
KENR	Hou	6.7	18.7	4.8	2	38	62	36	50	50
KIKK-F	Hou	8.4	14.9	10.2	8	50	78	14	56	44
WMZQ	Wash	11.3	11.2	12.9	1	36	74	25	58	42
WVKX+	Wash	11.1	11.4	11.7	2	36	62	36	52	48
WHK	Cleve	12.2	10.3	22.8	1	15	47	52	36	64
KILT-F	Hou	11.1	11.3	12.4	14	56	84	2	48	52
KRAK	Sacra	10.3	12.3	19.6	2	18	58	40	58	42
WNOE-F	NO	8.7	14.5	14.6	7	39	72	21	51	49
WDGY	M-SP	8.7	14.5	11.5	3	42	76	21	50	50
WPOC	Balt	12.5	10.0	14.7	3	22	62	35	54	46
KNIX	Phoe	9.4	13.3	13.8	5	36	74	21	46	54
WUBE-F	Cin	9.9	12.8	17.2	2	36	72	26	46	54
WPLO	Atl	10.5	12.0	18.0	1	41	68	31	41	59
KBOX	D-FW	9.4	13.4	15.3	6	23	47	47	53	47
KPLX-F	D-FW	9.7	13.0	5.9	20	49	71	9	61	39
KSCS	D-FW	10.1	12.5	10.2	9	46	77	14	48	52
WBAP	D-FW	7.2	17.5	12.1	3	23	47	50	62	38
KSD	ST L	6.3	19.9	9.3	5	26	59	36	49	51
WIL-F	ST L	8.5	15.0	8.0	2	38	70	28	44	56
WDAF	KC	11.8	10.7	17.8	2	26	54	44	50	50
WEEF	Pitt	12.6	10.0	5.2	3	28	62	35	39	61
KLZ	Denver	9.5	13.3	10.8	6	30	65	29	53	47
KYGO	Denver	11.0	11.5	9.7	4	40	82	14	49	51
WBCS	Milw	10.0	12.6	9.3	2	34	70	28	46	54
WONE	Dayton	6.7	18.9	11.4	2	31	63	35	51	49
WCMS-F	Norf	11.6	10.8	22.5	3	25	67	30	53	47

COUNTRY

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.7	13.0	15.0	4.2	30.7	62.5	33.3	49.5	51.5
WQAM	Miami	6.9	18.3	8.2	7	23	42	51	59	41
WQXK	Tampa	13.7	9.2	27.5	5	29	58	47	42	58
WSUN	Tampa	9.5	13.3	15.0	0	13	27	73	51	49
KMPS	Sea	7.4	17.0	9.5	1	22	61	38	46	54
WFMS	Indy	11.0	11.4	19.1	5	42	74	21	50	50
WIRE	Indy	9.4	13.4	19.2	4	11	44	52	50	50
KEBC	OK C	11.4	11.1	14.9	4	28	60	36	43	57
KOMA	OK C	8.2	15.3	14.0	8	42	65	27	50	50
WMC	Memph	9.1	13.8	24.2	2	31	60	38	54	46
WMPS	Memph	10.0	12.6	15.1	6	16	52	42	37	63
WSM	Nash	6.4	19.7	10.5	2	20	52	46	51	49
WSIX-F	Nash	10.0	12.5	16.5	2	24	56	42	34	66
KWJJ	Port,O	6.4	19.8	11.8	0	17	63	37	57	43
WCUZ-F	GR	10.5	12.0	7.6	9	54	85	6	56	44
WKCQ	Sag	9.6	13.1	9.3	8	43	73	19	53	47
WQHK	F Wayne	10.9	11.6	14.7	4	33	60	36	57	43
WTSO	Mad	10.5	12.0	13.1	3	16	56	41	47	53
KSOP-F	SLC	9.4	13.4	14.1	11	38	64	25	53	47
WESC-F	Green SC	11.4	11.1	16.8	5	32	74	21	59	41
WWNC	Ashe	11.8	10.7	22.6	5	19	48	47	42	58
WSOC-F	Char NC	13.0	9.7	15.7	4	28	66	30	46	54
WITL-F	Lans	11.3	11.2	18.8	4	22	54	42	44	56
WHOO	Orl	11.0	11.5	23.9	6	22	62	32	44	56
WGTO	Lake	12.9	9.8	22.2	2	38	64	34	56	44
WIRK-F	W Palm	10.3	12.2	19.8	4	33	65	31	63	37
WTQR	G-WS	11.6	10.9	21.3	3	36	68	29	55	45
WAMZ	Louis	10.5	12.0	20.1	3	51	81	16	52	48
WZZK	Birm	12.5	10.0	18.1	5	48	77	18	48	52
WWVA	Wheel	11.0	11.5	23.9	0	16	47	53	43	57
WPOR-F	Port M	14.6	8.6	19.8	4	29	58	38	44	56
WCOS-F	Col SC	12.0	10.5	19.7	3	42	70	27	48	52
KWKH	Shreve	8.8	14.3	17.7	2	17	35	63	47	53
WYNK-F	BR	12.3	10.2	24.2	4	40	70	26	43	57
KVET	Austin	11.7	10.8	14.4	5	24	52	43	61	39
KOKE-F	Austin	9.6	13.2	9.7	8	48	72	20	46	54
KSO	Des M	10.1	12.4	24.1	3	26	69	28	40	60
WDSM	Duluth	11.3	11.1	11.7	3	24	50	47	43	57
KLOZ	EP	10.7	11.8	13.0	11	53	83	6	57	43
WROZ	Evans	9.1	13.8	17.4	0	6	34	66	43	57
WIVK-F	Knox	16.2	7.8	20.6	3	36	68	29	52	48
KSSN	L Rock	13.4	9.4	18.7	4	46	78	18	57	43
KLLL-F	Lubbock	12.3	10.2	19.4	10	62	79	11	38	62
WKSJ	Mobile	14.1	8.9	27.8	6	41	71	23	46	54
KKYX	S Ant	10.8	11.6	16.2	5	23	60	37	59	41
KTTS-F	Spr MO	12.4	10.1	15.1	4	22	51	45	38	62
WTOD	Toledo	13.0	9.7	11.2	2	20	56	42	50	50
KVOO	Tulsa	11.4	11.0	24.1	2	23	48	50	56	44
KFDI	Wich	9.2	13.7	19.0	0	16	49	51	45	55

NEWS/TALK

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.8	16.3	8.1	0.9	13.0	31.9	67.2	47.8	52.2
WCBS	NY	7.0	18.1	6.0	1	14	30	69	54	46
WINS	NY	5.8	21.9	6.4	1	14	40	59	48	52
WMCA	NY	6.6	19.0	1.5	1	12	24	75	45	55
WOR	NY	9.8	12.8	6.1	1	7	23	76	30	70
WBBM	Chi	7.5	16.9	7.6	1	15	35	64	49	51
WIND	Chi	9.1	13.8	8.6	0	12	24	76	36	64
KYW	Phil	7.5	16.9	10.4	1	16	38	61	51	49
WCAU	Phil	5.2	24.4	2.8	1	14	28	71	44	56
WWDB	Phil	11.0	11.5	4.7	0	14	32	68	47	53
KABC	LA	9.7	13.0	7.9	1	16	37	62	44	56
KFWB	LA	5.4	23.2	8.8	1	13	32	67	50	50
KMPC	LA	6.2	20.2	4.2	2	13	48	50	54	46
KNX	LA	6.5	19.4	6.8	0	6	27	73	50	50
KSDO	SD	7.8	16.2	8.7	1	15	38	61	52	48
KCBS	SF	6.7	18.7	5.7	1	14	34	65	54	46
KGO	SF	11.1	11.4	10.0	1	11	31	68	48	52
WEEI	Bost	7.9	15.9	8.8	1	10	26	73	46	54
WITS	Bost	7.5	16.7	3.1	3	9	34	63	50	50
WWJ	Det	6.6	19.2	5.7	1	7	22	77	50	50
WXYZ	Det	8.1	15.6	6.5	0	10	31	69	27	73
WOC	D-RI-M	9.7	13.0	5.8	2	12	32	66	37	63
WEAN	Prov	6.9	18.3	9.7	0	5	18	82	45	55
KPRC	Hou	8.2	15.4	8.8	1	15	35	64	47	53
KTRH	Hou	7.9	16.0	9.7	2	10	32	66	53	47
WRC	Wash	9.9	12.7	9.4	0	14	29	71	41	59
WTOP	Wash	6.1	20.8	7.8	5	13	29	66	54	46
WERE	Cleve	8.5	14.9	9.4	0	10	28	72	43	57
KFBK	Sacra	6.1	20.6	9.0	0	14	40	60	53	47
WPOP	Hart	6.1	20.8	4.3	2	17	36	62	50	50
WGSO	NO	7.1	17.6	2.4	0	13	31	69	44	56
KTAR	Phoe	10.6	11.9	9.4	0	9	26	74	49	51
WGST	Atl	7.1	17.8	6.3	0	27	40	60	53	47
KRLD	D-FW	6.9	18.3	8.7	0	16	40	60	56	44
KMOX	ST L	12.6	10.0	16.5	1	13	35	64	48	52
KCMO	KC	6.6	19.2	5.3	0	30	46	54	44	56
KQV	Pitt	7.2	17.6	4.6	0	11	26	74	45	55
KOA	Denver	8.5	14.8	8.5	2	12	35	63	51	49
WNIS	Norf	6.8	18.6	7.1	3	23	53	44	62	38
WINZ	Miami	8.0	15.7	13.5	0	4	13	87	48	52
WNWS	Miami	17.8	7.1	11.5	0	5	7	93	44	56
KIRO	Sea	6.6	19.0	7.5	1	21	42	57	48	52
KYXI	Port O	8.0	15.7	9.5	0	9	24	76	61	39
WHO	Des M	7.5	16.8	17.2	0	9	30	70	40	60
KMJ	Fresno	9.1	13.9	17.9	2	9	33	65	57	43
KHVH	Hono	8.9	14.2	10.6	3	18	44	53	63	37
WOAI	S Ant	8.1	15.5	9.6	0	25	42	58	57	43
WBBW	Young	14.2	8.9	9.1	0	7	18	82	34	66

BLACK/URBAN

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		10.0	12.6	20.5	21.4	54.1	69.6	10.0	43.2	56.8
WBLS	NY	12.2	10.3	14.0	20	57	71	9	41	59
WKTU	NY	9.5	13.3	9.7	23	54	73	4	44	56
WGCI	Chi	9.2	13.7	18.1	18	59	77	5	49	51
WJPC	Chi	10.9	11.6	21.3	24	53	70	6	34	66
WDAS	Phil	12.2	10.4	26.3	20	58	73	7	53	47
WCAU-F	Phil	7.4	17.0	6.4	5	74	90	5	44	56
KDAY	LA	7.1	17.9	8.9	24	52	72	4	27	73
KUTE	LA	7.1	17.8	2.7	28	59	71	1	32	68
KBLX	SF	8.9	14.2	7.6	9	73	90	1	39	61
KSOL	SF	13.9	9.1	11.1	39	49	58	3	40	60
WJLB	Det	5.9	21.2	6.6	10	40	71	19	48	52
WLBS	Det	6.3	19.9	5.2	19	61	78	3	45	55
KMJQ	Hou	16.0	7.9	36.6	25	52	67	8	49	51
WHUR	Wash	7.1	17.7	7.7	7	65	88	5	50	50
WKYS	Wash	7.9	15.9	13.5	15	65	82	3	44	56
WOOK	Wash	6.9	18.3	6.8	21	63	76	3	43	57
WZAK	Cleve	8.3	15.2	17.9	31	58	64	5	45	55
WAIL	NO	12.7	9.9	23.7	47	39	50	3	35	65
WXYV	Balt	11.5	11.0	16.6	18	60	73	9	47	53
WCIN	Cin	12.1	10.4	26.5	19	56	73	8	42	58
WAOK	Atl	4.4	28.5	14.0	10	47	69	21	33	67
WVEE	Atl	10.8	11.7	28.1	21	67	75	4	54	46
KKDA	D-FW	10.8	11.7	14.5	22	48	73	5	41	59
KNOK	D-FW	11.5	11.0	13.7	22	55	68	10	40	60
KMJM	ST L	10.9	11.6	12.5	30	53	66	4	37	63
KPRS	KC	15.3	8.2	26.8	18	55	73	9	50	50
WAMO	Pitt	12.8	9.8	24.8	31	50	62	7	47	53
WBLK	Buff	14.3	8.8	22.5	21	41	62	17	42	58
KDKO	Denver	15.2	8.3	33.8	21	72	78	1	57	43
WRAP	Norf	9.3	13.6	15.6	27	47	60	13	49	51
WOWI	Norf	7.7	16.3	7.8	18	58	80	2	55	45
WEDR	Miami	13.8	9.1	35.8	19	61	73	8	47	53
WTMP	Tampa	13.1	9.6	14.1	22	31	59	19	35	65
WTLC	Indy	14.3	8.8	42.8	25	39	58	17	43	57
WDIA	Memph	5.8	21.6	14.3	8	36	52	40	30	70
WHRK	Memph	8.8	14.3	22.8	28	58	69	3	58	42
WVOL	Nash	12.1	10.4	38.0	23	43	57	20	40	60
WDZZ	Flint	14.2	8.9	37.7	30	44	61	9	45	55
WHYZ	Green SC	15.2	8.3	29.2	15	42	58	27	40	60
WPEG	Char NC	9.6	13.1	15.2	29	60	69	2	39	61
WDUR	Ral	14.7	8.6	24.2	24	60	69	7	43	57
WQMG	G-WS	13.0	9.7	35.6	18	70	77	5	41	59
WLOU	Louis	10.7	11.8	38.6	25	48	64	11	37	63
WENN-F	Birm	13.5	9.4	23.3	20	61	70	10	51	49
WPLZ	Rich	12.9	9.7	16.0	19	68	77	4	51	49
KOKA	Shrev	11.8	10.7	26.1	18	44	59	23	33	67
KOKY	L Rock	15.0	8.4	49.1	22	49	64	14	41	59

RELIGION

NATIONAL MEAN:		8.1	15.6	10.2	4.4	30.9	48.9	46.7	31.9	68.1
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
KBRT	LA	10.1	12.5	6.7	13	71	81	6	46	54
KIEV	LA	6.7	18.9	0	0	9	24	76	37	63
KFAX	SF	9.1	13.8	6.6	0	7	25	75	28	72
WROL	Bost	5.6	22.3	2.4	2	5	21	77	27	73
WMUZ	Det	7.9	15.9	7.1	10	50	71	19	55	45
KGOL	Hou	8.4	15.0	16.0	11	41	68	21	23	77
WYCB	Wash	7.5	16.8	23.2	10	35	46	44	26	74
KPBC	D-FW	11.2	11.3	4.3	7	69	81	12	32	68
WPIT	Pitt	8.4	15.1	2.1	0	3	18	82	32	68
WXRI	Norf	8.5	14.9	14.6	0	67	78	22	67	33
KGDN	Sea	10.2	12.3	25.2	0	2	34	66	5	95
WHPE	G-WS	5.7	22.0	13.9	0	19	31	69	12	88
WDJC	Birm	8.0	15.8	5.2	4	29	64	32	30	70
WEMM	Hunt WV	10.4	12.1	14.8	4	25	42	54	26	74

SPANISH

NATIONAL MEAN:		14.3	8.8	24.0	4.5	28.9	57.1	38.4	35.3	64.7
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WADO	NY	13.0	9.7	18.6	3	18	42	55	36	64
WJIT	NY	13.0	9.7	13.1	8	31	63	29	29	71
WOJO	Chi	11.4	11.1	38.9	13	37	76	11	40	60
KTNQ	LA	11.9	10.6	11.5	8	58	81	11	41	59
KWKW	LA	10.7	11.8	25.6	6	30	54	40	24	76
KBRG	SF	8.6	14.7	11.4	2	58	78	20	33	67
KEYH	Hou	17.0	7.4	22.3	0	53	84	16	47	53
KPHX	Phoe	20.0	6.3	30.2	3	25	69	28	37	63
WCMQ-F	Miami	17.4	7.2	20.6	2	39	83	15	37	63
WHTT	Miami	17.1	7.4	17.6	17	20	42	41	27	73
WQBA	Miami	16.1	7.8	21.2	0	13	34	66	44	56
WRHC	Miami	28.4	4.4	25.9	2	5	33	65	37	63
KAMA	EP	14.5	8.7	22.1	0	16	42	58	24	76
KGBT	Mc-Brn	19.9	6.3	52.0	3	17	42	55	39	61
KCOR	S. Ant	14.5	8.7	28.6	1	14	34	65	34	66

CLASSICAL

NATIONAL MEAN:		7.5	16.9	6.0	1.1	28.4	59.2	39.7	53.3	46.7
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WNCN	NY	8.9	14.1	7.7	0	18	47	53	52	48
WQXR	NY	6.2	20.4	5.1	0	16	41	59	56	44
WFMT	Chi	8.2	15.3	8.3	2	28	44	54	45	55
WFLN+	Phil	6.9	18.3	4.3	1	23	71	28	47	53
KFAC-F	LA	5.0	25.2	1.4	1	34	62	37	60	40
KFSD	SD	11.0	11.4	4.9	1	25	59	40	59	41
KDFC+	SF	8.1	15.5	5.0	4	40	61	35	49	51
KKHI+	SF	7.8	16.1	3.2	3	25	46	51	67	33
WCRB	Bost	6.1	20.6	4.1	1	16	47	52	43	57
WQRS	Det	8.4	15.0	1.2	1	14	64	35	49	51

CLASSICAL

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.5	16.9	6.0	1.1	28.4	59.2	39.7	53.3	46.7
KLEF	Hou	9.5	13.2	4.4	0	44	65	35	51	49
WGMS	Wash	6.7	18.7	10.1	0	40	64	36	52	48
WCLV	Cleve	7.4	17.1	14.9	0	22	51	49	58	42
WRR	D-FW	8.0	15.8	11.8	2	18	68	30	40	60
KVOD	Denver	8.7	14.5	7.6	0	41	72	28	44	56
WFMR	Milw	8.2	15.3	5.5	2	30	62	36	51	49
WGH	Norf	6.5	19.3	7.1	0	62	76	24	69	31
WTMI	Miami	8.4	15.0	5.9	0	14	49	51	72	28
KING-F	Sea	6.6	19.2	1.5	2	30	75	23	49	51

BIG BAND/NOSTALGIA

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.5	13.2	8.4	0.8	8.2	28.5	70.7	45.7	54.3
WNEW	NY	9.2	13.7	8.5	1	13	33	66	43	57
WPEN	NY	9.0	14.1	7.7	0	6	36	64	50	50
KMLO	SD	15.7	8.0	16.5	0	2	24	76	49	51
KMPX	SF	11.4	11.1	3.3	3	19	34	63	56	44
WXKS	Bost	16.2	7.8	2.0	0	4	31	69	58	42
WLKW	Prov	10.8	11.7	4.2	0	2	23	77	40	60
WITH	Balt	8.6	14.6	9.9	0	4	21	79	40	60
KLFF	Phoe	12.6	10.0	9.0	1	23	51	48	60	40
KFJZ	D-FW	7.5	16.8	5.4	1	5	16	83	57	43
WCOL	Col,O	9.5	13.3	8.8	3	13	35	62	34	66
KEZW	Denver	9.9	12.8	7.8	2	6	32	66	44	56
KIXI	Sea	10.2	12.4	11.1	0	2	18	82	36	64
WINN	Louis	5.2	24.5	6.7	0	11	39	61	42	58
WYNZ	Port,M	9.0	14.0	11.3	3	3	24	73	39	61
WMAS	Spr,MA	12.8	9.8	18.0	0	9	18	82	45	55
WFBL	Syra	9.0	14.1	7.6	0	12	37	63	48	52
WPXN	Roch	8.3	15.2	5.2	0	5	23	77	36	64

THE NATION'S LEADING STATION GROUPS

These tables indicate which are the most important group owners in the United States. The first table ranks the groups according to a formula I devised in 1976. There are also tables which rank the groups according to cume listeners and total quarter hour figures.*

IMPORTANT NOTE: To qualify for these tables a group must have at least five stations in rated markets. A simulcasted facility counts as only one station.

EXPLANATION OF FORMULA: There are three areas of information which a group can be judged upon. These are (1) total audience for a group's stations (2) the size and importance of the markets in which the group's stations are located and (3) the station's relative strength in its market, i.e., its rank.

Using the above data I developed a formula which ranked the groups. This formula worked as follows. The total audience (12+, TSA, 1/4 HR AVG, Broadcast Week) of all of a group's stations is divided by the number of figures in the group. The resulting figure is the STATION AVERAGE. The next step is to find an average market size for the stations in the group. This MARKET AVERAGE (based on SRDS rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVERAGE, the average of all the stations in the group (12+, TSA, 1/4 HR).

The resulting figure is the STATION INDEX. The STATION INDEX is multiplied by the number of stations in the group with the end result being the most important figure, the GROUP INDEX.

Stations which fail to show in a market are not calculated in the formula. Neither are some suburban stations. Simulcasted facilities count as one station. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets. However, the formula is fun to work with and it's fun to study. If you think about it I think you will agree that it is quite accurate.

*Based on TSA, 12+, mon-Sun, 6AM-MID.

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

(A/M 79) RANK	(A/M 80) RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
(1)	(1)	1.	ABC	8214	13	631.8	4.7	6.5	20.681	268,851
(4)	(3)	2.	NBC	5117	8	639.6	4.8	6.8	19.596	156.765
(2)	(2)	3.	CBS	7100	14	507.1	5.0	10.4	9.752	136.528
(3)	(4)	4.	Metromedia	5564	13	428.0	5.9	8.6	8.435	109.657
(6)	(5)	5.	Westinghouse	5978	13	459.8	16.2	6.8	4.174	54.261
(5)	(6)	6.	RKO	4609	11	419.0	9.2	11.9	3.827	42.099
(12)	(10)	7.	Century	2222	6	370.3	6.3	10.0	5.878	35.267
(7)	(8)		SJR	3490	9	387.8	9.7	10.2	3.920	35.267
(13)	(7)	9.	Inner City	2902	7	414.6	3.6	22.9	5.029	35.204
(8)	(11)	10.	Bonneville	3802	11	345.6	15.0	8.5	2.711	29.816
(11)	(9)	11.	Hearst	1571	6	261.8	18.0	3.2	4.545	27.271
(9)	(12)	12.	Capital Cit	5180	13	398.5	20.3	9.8	2.003	26.041
(15)	(15)	13.	Gannett	2594	11	235.8	12.5	9.8	1.925	21.173
(14)	(14)	14.	Taft	2843	12	236.9	27.0	5.3	1.655	19.865
(10)	(13)	15.	Cox	3393	12	282.8	27.3	6.7	1.546	18.533
(29)	(22)	16.	Storz	1291	6	215.2	26.5	4.3	1.889	11.331
(--)	(30)	17.	Doubleday	1415	7	202.1	14.4	8.7	1.613	11.292
(23)	(20)	18.	Golden West	1694	8	211.8	14.6	10.9	1.331	10.647
(20)	(17)	19.	Plough	2088	12	174.0	20.5	10.3	.824	9.889
(17)	(18)	20.	Harte-Hanks	1837	11	167.0	33.6	6.2	.802	8.818
(24)	(27)	21.	Malrite	1718	9	190.0	23.7	8.6	.937	8.429
(26)	(28)	22.	WGN Cont	2121	5	424.2	36.0	7.0	1.683	8.417
(19)	(19)	23.	GE	1628	8	203.5	32.9	6.5	.952	7.613
(--)	(37)	24.	Metroplex	1034	5	206.8	17.4	8.0	1.486	7.428
(21)	(16)	25.	LIN	1491	10	149.1	18.6	11.5	.697	6.970

(A/M 79) RANK	(A/M 80) RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
(22)	(23)	26.	Nationwide	1196	6	199.3	28.5	6.3	1.110	6.660
(--)	(25)	27.	First Media	1120	6	186.7	16.7	10.5	1.065	6.388
(31)	(24)	28.	Heftel	1461	7	208.7	26.7	8.9	.878	6.148
(34)	(31)	29.	Greater Media	2375	11	215.9	25.6	15.4	.548	6.024
(28)	(26)	30.	Group One	1159	8	144.9	35.0	6.3	.657	5.257
(27)	(33)	31.	Fairbanks	1337	7	191.0	34.3	7.6	.733	5.129
(--)	(21)	32.	Viacom	1251	8	156.4	15.1	16.4	.632	5.052
(25)	(29)	33.	United	979	7	139.9	12.1	18.6	.622	4.351
(42)	(43)	34.	Susquehanna	1633	13	125.6	38.3	9.8	.335	4.350
(37)	(32)	35.	Charter	851	6	141.8	14.8	13.3	.720	4.322
(30)	(34)	36.	Meredith	977	6	162.8	38.7	6.0	.701	4.207
(44)	(40)	37.	Outlet	1293	7	184.7	25.7	12.6	.570	3.993
(47)	(44)	38.	Great Trails	857	7	122.4	37.7	6.4	.507	3.551
(39)	(36)	39.	Entercom	808	8	101.0	13.0	17.6	.441	3.531
(36)	(46)	40.	Shamrock	1052	7	150.3	24.1	13.3	.469	3.282
(--)	(--)	41.	Scripps-Howard	849	6	141.5	39.2	7.0	.516	3.094
(33)	(35)	42.	Swanson	1179	9	131.0	48.9	8.0	.335	3.015
(45)	(47)	43.	Jefferson-Pil	1444	11	131.3	67.5	7.3	.266	2.931
(41)	(39)	44.	Multimedia	1134	12	95.5	96.6	4.6	.213	2.552
(--)	(--)	45.	Guy Gannett	895	7	127.9	85.9	4.1	.363	2.542
(50)	(41)	46.	Hubbard	747	5	149.4	67.6	4.4	.502	2.511
(43)	(45)	47.	Rust	1004	11	91.3	67.6	6.0	.225	2.476
(33)	(--)	48.	Gulf United	705	5	141.0	40.0	7.8	.452	2.260
(--)	(49)	49.	EZ	667	5	133.4	37.6	8.6	.413	2.063
(--)	(--)	50.	Tichenor	578	5	115.6	74.6	3.8	.408	2.039

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGES

(A/M 79) RANK	(A/M 80) RANK	RANK	GROUP	STATIONS	TOTAL	AVERAGE PER STATION
(1)	(1)	1.	ABC	13	8214	631.8
(2)	(2)	2.	CBS	14	7100	507.1
(6)	(3)	3.	Westinghouse	13	5978	459.8
(3)	(4)	4.	Metromedia	13	5564	428.0
(4)	(5)	5.	Capital Cities	13	5180	398.5
(9)	(6)	6.	NBC	8	5117	639.6
(5)	(7)	7.	RKO	11	4609	419.0
(8)	(9)	8.	Bonneville	11	3802	345.6
(7)	(8)	9.	SJR	9	3490	387.8
(10)	(10)	10.	Cox	12	3393	282.8
(12)	(11)	11.	Inner City	7	2902	414.6
(11)	(12)	12.	Taft	12	2843	236.9
(13)	(13)	13.	Gannett	11	2594	235.8
(19)	(15)	14.	Greater Media	11	2375	215.9
(18)	(17)	15.	Century	6	2222	370.3
(14)	(14)	16.	WGN Continental	5	2121	424.2
(20)	(16)	17.	Plough	12	2088	174.0
(16)	(18)	18.	Harte-Hanks	11	1837	167.0
(27)	(25)	19.	Malrite	9	1718	190.9
(25)	(24)	20.	Golden West	8	1694	211.8
(29)	(28)	21.	Susquehanna	13	1633	125.6
(21)	(19)	22.	GE	8	1628	203.5
(22)	(21)	23.	Hearst	6	1571	261.8
(23)	(22)	24.	LIN	10	1491	149.1
(34)	(23)	25.	Heftel	7	1461	208.7
(33)	(29)	26.	Jefferson-Pil	11	1444	131.3
(--)	(47)	27.	Doubleday	7	1415	202.1
(24)	(31)	28.	Fairbanks	7	1337	191.0
(43)	(33)	29.	Outlet	7	1293	184.7
(37)	(32)	30.	Storz	6	1291	215.2
(--)	(20)	31.	Viacom	8	1251	156.4
(26)	(26)	32.	Nationwide	6	1196	199.3
(36)	(37)	33.	Swanson	9	1179	131.0
(31)	(30)	34.	Group One	8	1159	144.9
(28)	(27)	35.	Multimedia	12	1134	94.5
(--)	(34)	36.	First Media	6	1120	186.7
(32)	(39)	37.	Shamrock	7	1052	150.3
(--)	(52)	38.	Metroplex	5	1034	206.8
(40)	(35)	39.	Rust	11	1004	91.3
(45)	(43)	40.	Mid America	10	979	97.9
(30)	(41)	41.	United	7	979	139.9
(38)	(40)	42.	Meredith	6	977	162.8
(35)	(36)	43.	King	9	945	105.0
(44)	(51)	44.	Guy Gannett	7	895	127.9
(47)	(46)	45.	Booth	8	858	107.3
(53)	(50)	46.	Great Trails	7	857	122.4
(50)	(42)	47.	Affiliated	10	853	85.3
(51)	(44)	48.	Charter	6	851	141.8
(--)	(56)	49.	Scripps-Howard	6	849	141.5
(52)	(54)	50.	Summit	8	811	101.4

(A/M 79) RANK	(A/M 80) RANK	RANK	GROUP	STATIONS	TOTAL	AVERAGE PER STATION
(48)	(48)	51.	Entercom	8	808	101.0
(48)	(49)	52.	Park	14	805	57.5
(49)	(58)	53.	Federated	7	758	108.3
(61)	(53)	54.	Hubbard	5	747	149.4
(--)	(67)	55.	Beck-Ross	6	710	118.3
(46)	(61)	56.	Gulf United	5	705	141.0
(--)	(64)	57.	Capitol (WRAL)	5	703	140.6
(70)	(76)	58.	Sudbrink	7	687	98.1
(39)	(45)	59.	Insilco	7	685	97.9
(57)	(57)	60.	EZ	5	667	133.4
(58)	(71)	61.	Lotus	10	666	66.6
(59)	(60)	62.	Great Empire	10	641	64.1
(62)	(65)	63.	Stoner	10	620	62.0
(41)	(38)	64.	Kaye-Smith	5	616	123.2
(--)	(--)	65.	Sandusky Newsp	5	606	121.2
(55)	(66)	66.	Bluegrass	7	595	85.0
(79)	(68)	67.	Western Cities	6	583	97.2
(54)	(59)	68.	Associated	10	580	58.0
(56)	(63)	69.	Tichenor	5	578	115.6
(78)	(75)	70.	Newhouse	5	551	110.2
(69)	(69)	71.	Des Moines Reg	6	550	91.7
(--)	(77)	72.	Buckley	6	540	90.0
(77)	(62)	73.	BENI	7	483	69.0
(--)	(--)	74.	Liggett	6	456	76.0
(64)	(73)	75.	Stauffer	8	447	55.9
(82)	(81)	76.	Capitol (Johns)	6	427	85.4
(--)	(--)	77.	Security	6	412	68.7
(72)	(87)	78.	Sunbelt	5	404	80.8
(--)	(72)	79.	Regional	7	402	57.4
(--)	(74)	80.	Clear Channel	7	380	54.3
(74)	(86)	81.	McClatchy	7	378	54.0
(60)	(70)	82.	Rollins	5	377	75.4
(66)	(80)	83.	Colum Pic Ind	5	372	74.4
(76)	(84)	84.	Stuart	5	368	73.6
(65)	(83)	85.	Sterling	8	337	42.1
(80)	(84)	86.	Midwest Family	8	331	41.4
(--)	(--)	87.	Manship	5	328	65.6
(--)	(79)	88.	SBI	6	324	54.0
(--)	(--)	89.	Crawford	5	310	62.0
(75)	(82)	90.	Beasley	7	303	43.4
(--)	(--)	91.	Eastman	5	284	56.8
(--)	(38)	92.	Davis & Weaver	5	278	55.6
(84)	(89)	93.	Brdcst Assoc	6	259	43.2
(81)	(90)	94.	Bahakel	7	248	35.4
(83)	(92)	95.	Hatch	6	241	40.2
(--)	(--)	96.	Executive	5	240	48.0
(--)	(91)	97.	Peoria Jr Star	6	234	39.0
(--)	(93)	98.	Buck	6	207	34.5
(--)	(--)	99.	Forward	5	172	34.4
(--)	(--)	100.	Mortenson	5	114	22.8
(--)	(--)	101.	Epperson-Atsinger	5	113	22.6
(--)	(--)		Walton	5	113	22.6

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

(A/M 79) RANK	(A/M 80) RANK	RANK	GROUP	TOTAL CUME	AVG PER STATION
(1)	(1)	1.	ABC	14,274,400	1,098,000
(2)	(2)	2.	CBS	12,521,200	894,400
(3)	(3)	3.	Westinghouse	10,352,500	796,300
(7)	(5)	4.	NBC	9,212,700	1,151,600
(5)	(4)	5.	Metromedia	9,008,100	692,900
(4)	(6)	6.	RKO	7,903,800	718,500
(6)	(7)	7.	Capital Cities	7,694,300	591,900
(9)	(9)	8.	Bonneville	5,245,200	476,800
(8)	(8)	9.	Cox	5,099,000	424,900
(10)	(10)	10.	SJR	4,184,000	534,900
(11)	(11)	11.	Gannett	4,272,700	388,400
(12)	(12)	12.	Taft	4,094,800	341,200
(20)	(15)	13.	Greater Media	3,707,500	337,000
(15)	(13)	14.	Inner City	3,672,400	524,600
(13)	(14)	15.	WGN Continental	3,394,900	679,000
(21)	(17)	16.	Century	3,306,300	551,100
(17)	(19)	17.	Golden West	2,975,200	371,900
(22)	(16)	18.	Plough	2,947,200	245,600
(18)	(22)	19.	LIN	2,695,000	269,500
(19)	(18)	20.	Harte-Hanks	2,569,000	233,500
(23)	(20)	21.	GE	2,497,400	312,200
(24)	(29)	22.	Hearst	2,493,400	415,600
(--)	(40)	23.	Doubleday	2,404,400	343,500
(30)	(28)	24.	Malrite	2,381,100	264,600
(31)	(23)	25.	Jefferson-Pilot	2,300,100	209,100
(35)	(24)	26.	Outlet	2,256,100	322,300
(44)	(25)	27.	Heftel	2,172,100	310,300
(28)	(26)	28.	Storz	2,093,800	349,000
(--)	(21)	29.	Viacom	2,069,800	258,700
(26)	(27)	30.	King	1,974,000	219,300
(25)	(34)	31.	Fairbanks	1,935,400	276,500
(34)	(31)	32.	Susquehanna	1,902,500	146,300
(29)	(33)	33.	Multimedia	1,852,300	154,400
(37)	(37)	34.	Group One	1,828,900	228,600
(38)	(30)	35.	Charter	1,752,200	292,000
(--)	(41)	36.	First Media	1,745,500	290,900
(27)	(32)	37.	Nationwide	1,720,900	286,800
(32)	(35)	38.	Shamrock	1,708,700	244,100
(33)	(36)	39.	Meredith	1,618,900	269,800
(40)	(46)	40.	Swanson	1,610,000	178,900
(36)	(39)	41.	Rust	1,524,600	138,600
(45)	(45)	42.	Mid America	1,418,500	141,900
(43)	(38)	43.	United	1,411,700	201,700
(46)	(--)	44.	Guy Gannett	1,405,100	200,700
(48)	(43)	45.	Great Trails	1,368,000	195,400
(41)	(47)	46.	Park	1,291,300	92,200
(--)	(--)	47.	Metroplex	1,270,300	254,100
(--)	(44)	48.	Affiliated	1,261,000	126,100
(--)	(--)	49.	Scripps-Howard	1,260,100	210,000
(47)	(--)	50.	Booth	1,251,400	156,400

NOTE: Figures are not in hundreds

MAJOR GROUP OWNERS

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
ABC (Ben Hoberman)						
WABC	NY	1313	28376	6	1	Contemp
WPLJ-F	NY	1170	16793	8	1	AOR
WLS	Chi	925	21742	3	3	Rock
WLS-F	Chi	448	8533	6	3	Rock
KGO	SF	904	10612	1	7	News/Talk
KSFX-F	SF	157	4252	21	7	Rock
KABC	LA	1305	17203	1	2	Talk
KLOS-F	LA	604	11348	5	2	AOR
WXYZ	Det	259	4025	10	5	Talk
WRIF-F	Det	346	6781	3	5	AOR
WMAL	Wash	383	5892	1	8	MOR
WRQX-F	Wash	322	5313	3	8	Rock
KSAR-F	Hou	78	1874	17	9	Contemp
AFFILIATED COMMUNICATIONS (Jay Berkson)						
WOKV	Jkville	12	385	17	57	? ?
WAIV-F	Jkville	22	569	10	57	Contemp
WSAI	Cin	65	1338	15	28	Country
WSAI-F	Cin	40	919	17	28	Country
KRAK	Sacra	196	2529	2	39	Country
KEWT-F	Sacra	122	1519	4	39	BTFL
KMPS	Sea	84	1457	14	16	Country
KMPS-F	Sea	83	864	16	16	Country
WHYN	Spr,MA	95	1626	3	80	Contemp
WHYN-F	Spr,MA	134	1404	1	80	BTFL
Others: WFAS, WWYD-F (White Plains, NY)						
ASSOCIATED (Myles Berkman)						
WSOL	Tampa		DID NOT SHOW			
WWOL	Buff	71	835	9	32	Country
WACJ-F	Buff	32	644	12	32	AC/Contemp
WPXN	Roch	44	668	13	41	Big Band/MOR
WPXY-F	Roch	46	1004	12	41	Soft Rock
WPIT	Pitt	48	669	18	13	Rel
WPIT-F	Pitt	28	704	23	13	Rel
WSNI-F	Phil	221	3408	15	4	AC
WRCP	Phil	45	650	25	4	Country
WSTV	Steuben	19	345	4	199	MOR
WRKY-F	Steuben	26	486	1	199	Rock

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
BAHAKEL (Cy Bahakel)						
KXEL	Waterloo	39	564	4	217	Country
KCNB-F	Waterloo	42	667	3	217	Rock
WDOD	Chatta	43	741	7	96	Country
WDOD-F	Chatta	73	959	3	96	Country
WKIN	Kingsport	33	465	7	95	Rock
WWOD	Lynch	15	162	6	204	Country
WKZZ	Lynch	3	83	13	204	? ?
Others: WLBJ A/F (Bowling Green,KY); WABG (Greenwood,MS)						
BEASLEY (George Beasley)						
WMOO	Mobile	4	134	14	91	Religion
WBLX-F	Mobile	95	1217	4	91	Black
WGAC	Aug	17	364	8	127	MOR
WKBX	Savan	7	143	12	161	MOR
WSGF-F	Savan	38	753	6	161	Rock
WFAI	Fayette	23	364	7	154	Contemp
WDMT-F	Cleve	119	1821	12	20	Black
Others: WFMC,WOKN-F (Goldsboro,NC); WJNC,WRCM-F (Jacksvlle,NC) WWMO-F (Reidsville,NC)						
BECK-ROSS (Martin Beck)						
WKTZ	Jkville	25	288	9	59	Big Band
WKTZ-F	Jkville	174	1823	1	59	BTFL
WKMF	Flint	46	571	12	81	Country
WGMZ-F	Flint	79	919	5	81	BTFL
WHCN-F	Hartford	205	2792	2	38	AOR
WBLI-F	Long,Isl	181	3073	29	1	Rock
BLUEGRASS (Wm. Stakelin)						
WHOO	Orl	111	1376	5	58	Country
WHOO-F	Orl	116	1318	4	58	BTFL
WVOC-F	Col,GA	84	1184	1	158	Contemp
WVLK	Lex	75	1617	3	120	MOR
WVLK-F	Lex	73	942	4	120	BTFL
WWSA	Sav	16	256	9	161	MOR
WCHY-F	Sav	120	1147	1	161	Country

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*Group must have five stations in rated markets to qualify. Simulcasted stations count as one station. TSA rank is based on 1/4 HR AVG, 12+, Broadcast Week. Market rank is SRDS rank.

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
BONNEVILLE	(Arch Madson)					
KBIG-F	LA	914	12468	2	2	BTFL
KOIT-F	SF	175	2843	7	7	BTFL
WCLR-F	Chi	360	6613	13	3	AC
KMBZ	KC	162	2839	6	29	MOR
KMBR-F	KC	186	2235	4	29	BTFL
WRFM-F	NY	1279	12925	7	1	BTFL
KSL	SLC	194	3277	1	42	MOR
KIRO	Sea	278	5219	1	16	News
KSEA-F	Sea	177	2010	4	16	BTFL
KAAM	Dallas	14	552	29	10	AC
KAFM-F	Dallas	63	1471	19	10	AC
BOOTH	(John Booth II, Ralph Booth)					
WRBR-F	S. Bend	81	1298	2	135	AC
WJLB-F	Det	167	3414	18	6	Black
WMZK	Det	35	698	28	6	Ethnic
WSGW	Sag	101	903	2	162	MOR
WIOG-F	Sag	69	1102	4	162	Rock
WTOD	Tol	94	957	6	54	Country
WKLR-F	Tol	40	365	9	54	Black
WZZP-F	Cleve	271	3777	5	20	Contemp

Others: WIOU,WZWZ-F (Kokomo,Ind);
WIBM-F, WXCM (Jackson,MI)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
BROADCAST ASSOCIATES	(Steve Gold)					
KVEG	LV	63	703	2	88	Country
KFMS-F	LV	21	379	13	88	Country
KSET	EP	38	465	8	84	Rock
KSET-F	EP	37	590	7	84	Rock
KXKS	Alb	3	75	19	92	BTFL
KKJY-F	Alb	97	1081	1	92	BTFL
BROADCAST ENT NAT (BENI)	(Ragen Henry,Sonny Burns)					
WAOK	Atlanta	51	1453	13	17	Black
WBLZ-F	Cin	50	804	16	28	Contemp
WCIN	Cin	97	1036	12	28	Black
WITH	Balt	77	1127	12	14	Big Band
WPDQ	Jkville	40	532	7	57	Black
WFYV-F	Jkville	104	914	4	57	AOR
WKTQ	Pitt	64	1424	17	13	Big Band

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
BUCK BDCST						
WCLS	Col,GA	6	134	10	158	Religion
WCOS	Colum,SC	15	282	9	98	Contemp
WCOS-F	Colum,SC	161	1616	1	98	Country
WHVN	Charlotte	3	99	21	66	Religion
WYZE	Atlanta	18	283	15	17	Black
WMGY	Mont,AL	4	115	11	142	Religion
BUCKLEY	(Richard Buckley)					
WDRC	Hart	74	1644	17	38	AC
WDRC-F	Hart	128	2774	6	38	Contemp
KWAV-F	Monterey	27	501	8	134	AC
KKHI A/F	SF	125	1962	22	7	Classical
WSEN A/F	Syra	82	984	4	62	Country
KGIL A/F	LA	104	1537	36	2	Big Band
CAPITAL CITIES	(Jim Dougherty, Jim Arcara)					
WJR	Det	1007	14144	1	5	MOR
WJR-F	Det	302	5025	7	5	BTFL
KZLA	LA	25	949	47	2	Country
KZLA-F	LA	239	3589	24	2	Country
WPRO	Prov	187	3381	3	45	AC
WPRO-F	Prov	265	4032	1	45	Rock
WKBW	Buff	188	3784	4	32	Contemp
WPAT	NY	707	10453	15	1	BTFL
WPAT-F	NY	921	12023	12	1	BTFL
WBAP	Dall-FW	683	10548	1	10	Country
KSCS-F	Dall-FW	423	5641	2	10	Country
WROW	Albany	113	1953	6	53	BTFL
WROW-F	Albany	120	1421	4	53	BTFL
CAPITOL	(James Goodman, Walter Voigt)					
WRAL-F	Raleigh	389	4919	1	78	Contemp
WHTN	Hunt,WV	42	527	5	122	AC
WKEE-F	Hunt,WV	171	2019	1	122	Rock
KMAC	San Ant	24	558	18	36	MOR
KISS-F	San Ant	77	1009	9	36	AOR

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
CAPITOL	(Ken Johnson)					
WKSJ	Mobile	5	190	13	91	Country
WKSJ-F	Mobile	144	1347	1	91	Country
WKDY	Spartan	12	201	18	72	Country
WCAW	Char,WV	89	1100	2	145	Country
WVAF-F	Char,WV	106	1190	1	145	Rock
WRKA-F	Louis	71	1034	10	44	Soft/AC
CBS	(Robert Hosking)					
WCBS	NY	1352	25385	5	1	News
WCBS-F	NY	580	11332	17	1	AC
KNX	LA	693	13847	4	2	News
KNX-F	LA	471	7436	12	2	Soft Rock
WBBM	Chi	877	15795	4	3	News
WBBM-F	Chi	255	5536	19	3	Soft Rock
KMOX	St. Lou	962	10003	1	12	News/Talk
KMOX-F	St. Lou	122	2561	12	12	Soft Rock
WCAU	Phil	232	5628	14	4	News
WCAU-F	Phil	279	4686	12	4	Urban
WEEI	Boston	405	6748	6	6	News
WEEI-F	Boston	276	4676	11	6	Soft Rock
KCBS	SF	495	8907	2	7	News
KCBS-F	SF	101	2672	26	7	AC
CENTURY	(Howard Grafman)					
WLOO-F	Chi	688	7900	5	3	BTFL
WAIT	Chi	339	4048	15	3	BTFL
KSHE-F	St. Lou	279	3357	2	12	AOR
WABX-F	Det	256	6184	12	5	AOR
KWST-F	LA	343	6630	19	2	AOR
KMEL-F	SF	317	4944	7	7	AOR
CHARTER	(John Bayliss)					
KIOI-F	SF	251	4370	10	7	AC/Soft
WDRQ-F	Det	227	4950	15	5	Rock
WMJX-F	Mia		DID NOT SHOW			
WOKY	Milw	94	2405	9	27	Contemp
WMIL-F	Milw		DID NOT SHOW			
KCBQ	SD	86	1603	12	19	Country
KITT-F	SD	21	740	25	19	Rock
KSLQ-F	St. Lou	172	3454	9	12	Rock

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
CLEAR CHANNEL	(John Barger)					
KPAC	Beaumont	19	343	11	104	AC
KHYS-F	Beaumont	43	587	6	104	Rock
WOAI	San Ant	161	2396	3	36	News/Talk
WOAI-F	San Ant	29	565	16	36	AC
KELP	EP	22	437	13	84	MOR
KMOD	Tulsa	17	459	13	59	Contemp
KMOD-F	Tulsa	89	1166	5	59	Rock
COLUMBIA PIC IND	(Edward Boyd)					
WYDE	Birm	67	1086	9	46	Country
KCPX	SLC	75	1634	6	42	Rock
KCPX-F	SLC	91	1323	5	42	Rock
WWVA	Wheel	125	1624	1	181	Country
WCPI-F	Wheel	14	268	11	181	Contemp
COX	(William Schwartz)					
WSB	Atl	298	4922	3	17	MOR
WSB-F	Atl	114	2008	10	17	BTFL
WLIF-F	Balt	271	3121	3	14	BTFL
WSOC	Char	47	1097	9	66	News
WSOC-F	Char	409	3904	1	66	Country
WHIO	Dayton	169	2379	2	48	MOR
WHIO-F	Dayton	317	3145	1	48	BTFL
KFI	LA	552	12598	6	2	Cont/AC
KOST-F	LA	427	6273	14	2	BTFL
WIOD	Miami	174	2580	9	22	MOR
WAIA-F	Miami	128	2190	16	22	Soft Rock
WWSH-F	Phil	487	6773	6	4	BTFL
CRAWFORD						
WDJC-F	Birm	55	879	12	46	Religion
KBRT	LA	123	1519	35	2	Religion
WYCA-F	Chi		DID NOT SHOW			
WMUZ-F	Det	48	710	25	5	Religion
WDCX-F	Buff	22	449	15	32	Religion
KPBC	Dallas	62	727	20	10	Religion

DAVIS & WEAVER (Bill Weaver)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KARM	Fresno	39	512	12	82	Various
KFIG-F	Fresno	42	681	10	82	Contemp
KLOK	San Jose/SF	132	2341	13	30	MOR
KWIZ	Anaheim	29	801	31	19	MOR
KWIZ-F	Anaheim	36	614	29	19	AC

DOUBLEDAY (Gary Stevens)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KDWB	Minn-SP	109	3391	11	15	Rock
KDWB-F	Minn-SP	229	3534	4	15	AOR
KHOW	Denver	144	2905	10	21	MOR
KHOW-F	Denver	47	1120	17	21	Contemp
KWK	St. Lou	110	2335	13	12	Rock
WWWK-F	St. Lou	230	2825	4	12	AOR
WLLZ-F	Det	546	7934	2	5	AOR

DES MOINES REGISTER-TRIBUNE

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KYXI	Port,OR	88	1423	10	33	News
KGON-F	Port,OR	224	2570	1	33	AOR
KLAK	Denver	27	580	24	21	Country
KPPL-F	Denver	101	1496	12	21	AC
WIBA	Madison	50	878	7	116	MOR
WIBA-F	Madison	60	1114	3	116	AOR

EASTMAN

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WYNZ-F	Port,M	33	566	8	150	AOR
WYNZ	Port,M	32	506	9	150	Big Band
WAPE	Jkville	85	1471	5	57	Country
WIBX	Utica	75	817	1	115	MOR
WIBQ-F	Utica	59	676	3	115	BTFL

ENTERCOM (Joseph Field)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KBRG-F	SF	59	867	35	7	Spanish
WAYL	Minn-SP	30	859	17	15	BTFL
WAYL-F	Minn-SP	189	2515	7	15	BTFL
KLEF	Hou	62	786	19	9	Classical
KTAC	Tac/Sea	40	912	25	16	Contemp
KBRD-F	Tac/Sea	82	1402	17	16	BTFL
WEEP	Pitt	236	2426	7	13	Country
WDSY-F	Pitt	110	1465	14	13	Country

EPPERSON-ATSINGER

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KMFM	SA	14	326	20	36	Class/Rel
KUKA	SA	17	365	19	36	Spanish
WEZE	Bost	37	544	28	6	Religion
WNYM	NY		DID NOT SHOW			
KCFO-F	Tulsa	38	573	9	59	Religion
KTED-F	Fresno	7	128	27	82	? ? ?

EXECUTIVE

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WIXY	Spr, MA	17	311	18	80	Country
WAQY-F	Spr, MA	64	1324	5	80	Rock
WPET	Greens,NC	13	214	25	49	Religion
WKRZ	NE PA	25	498	19	64	Big Band
WKRZ-F	NE PA	121	1562	1	64	Rock

EZ (Art Keller)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WEZB-F	NO	218	2875	1	34	Rock
WEZC-F	Charlotte	167	1581	5	66	BTFL
WJOI-F	Pitt	70	1464	15	13	Rock
WEZR-F	Wash	26	1572	17	8	BTFL
WEZS-F	Rich,VA	86	1063	5	67	BTFL

FAIRBANKS (Jim Hilliard)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WIBC	Indy	297	4084	1	34	MOR
WNAP-F	Indy	232	2965	4	34	Rock
WVBF-F	Boston	298	5129	10	6	Contemp
WKOX	Boston		DID NOT SHOW			
KVIL	Dall-FW	21	641	27	10	AC
KVIL-F	Dall-FW	359	4780	3	10	AC
WJNO	W. Palm	38	696	6	73	News
WRMF-F	W. Palm	92	1059	2	73	AC/Soft

FEDERATED (John Dille,III)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WYEZ-F	S. Bend	75	897	4	135	BTFL
WQHK	F. Wayne	102	1289	2	103	Country
WMEE-F	F. Wayne	98	1682	3	103	Rock
WCUZ	Gr. Rapids	46	693	12	68	Country
WCUZ-F	Gr. Rapids	93	1216	5	68	Country
WCKY	Cin	144	1851	7	28	MOR
WWEZ-F	Cin	200	2544	5	28	BTFL

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
FIRST MEDIA	(Glenn Potter)					
KFMK-F	Hou	156	2532	11	9	AC
KXAM	Phoenix	49	605	18	25	Dance
KOPA-F	Phoenix	147	2446	8	25	Rock
WZGC-F	Atl	350	5289	2	17	Contemp
WPGC A/F	Wash	364	5687	2	8	Rock
KBLE-F	Sea	54	896	22	16	Rock
Others: KAYK A/F (Provo, Utah)						
FORWARD	(Richard Dudley)					
WKQE	Talla	3	63	10	201	AC
WBGM-F	Talla	31	663	5	201	Contemp
KWLO	Waterloo	66	1047	1	217	Contemp
KFMW-F	Waterloo	26	418	7	217	BTFL
WKAU+	Kaukauna,WI	46	891	8	132	Contemp
GUY GANNETT	(Bob Gilbertson)					
WINZ	Miami	197	3310	7	22	News
WINZ-F	Miami	228	3830	4	22	Rock
WGAN	Port,M	53	936	5	150	MOR
WGAN-F	Port,M	124	1482	1	150	BTFL
WXLP-F	Moline	57	680	6	105	AOR
WSTT	Daven	83	1370	3	105	Rock
KOFM-F	Okl C	153	2443	3	47	Contemp
GANNETT	(Joe Dorton)					
KPRZ	LA		DID NOT SHOW			
KIIS-F	LA	462	9251	13	2	Disco
KSDO	SD	137	2223	4	19	News
KEZL-F	SD	83	1160	14	19	BTFL
WWWE	Cleve	239	4855	6	20	MOR
WDOK-F	Cleve	275	3612	4	20	BTFL
WVON	Chi	153	3116	23	3	Black
WGCI-F	Chi	412	5645	8	3	Black
WCZY-F	Det	250	3898	13	5	BTFL
WLQV	Det		DID NOT SHOW			
KSD	St. Lou	206	3471	7	12	Country
KSD-F	St. Lou	148	2800	11	12	AC
WJYW-F	Tampa-SP	229	2696	5	23	BTFL

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
GENERAL ELECTRIC	(Jim Delmonico)					
KFOG-F	SF	184	3288	15	7	BTFL
KOA	Denver	270	4401	2	21	News/Talk
KOAQ-F	Denver	169	3183	6	21	Rock
WJIB-F	Boston	454	5647	5	6	BTFL
WGY	Schen	284	4152	1	53	MOR
WGFM-F	Schen	63	1292	9	53	Rock
WSIX	Nash	43	885	12	51	MOR
WSIX-F	Nash	161	2126	2	51	Country
GOLDEN WEST						
KMPC	LA	395	8182	16	2	Talk
KSFO	SF	397	6672	6	7	MOR
KVI	Sea	149	2564	6	16	Talk
KPLZ-F	Sea	94	1595	12	16	Rock
KEX	Port,O	152	2397	4	33	MOR
KQFM-F	Port,O	72	1229	13	33	AC
WCXI	Det	249	2860	14	5	Country
WTWR-F	Det	186	3253	16	5	AC
GREAT EMPIRE	(Mike Lynch, Mike Oatman)					
KFDI	Wichita	104	1466	2	100	Country
KFDI-F	Wichita	42	782	7	100	Country
KWKH	Shrev	98	1708	2	106	Country
KROK-F	Shrev	65	1017	4	106	Rock
KYNN	Omaha	48	510	9	70	Country
KYNN-F	Omaha	43	654	10	70	Country
KTTS	Spr, MO	37	644	5	168	Country
KTTS-F	Spr, MO	130	1311	1	168	Country
KBRQ	Denver	29	870	23	21	Country
KADX-F	Denver	45	861	20	21	Jazz
GREAT TRAILS						
WCII	Louis	85	1588	7	44	Country
WKJJ-F	Louis	122	2002	4	44	Rock
WCOL	Colum,O	116	1688	6	37	Big Band
WXGT-F	Colum,O	175	2726	4	37	Rock
WING	Dayton	116	2157	4	48	AC
WMKE	Milw	45	947	16	27	Country
WBCS-F	Milw	198	2572	4	27	Country

Others: WJAI-F (Eaton,OH); WIZE (Springfield,OH)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
GREATER MEDIA	(Herb McCord)					
WGAY	Wash	51	813	20	8	BTFL
WGAY-F	Wash	316	4214	4	8	BTFL
KHTZ-F	LA	415	7246	15	2	AC
WMJC-F	Det	290	5172	9	5	AC/Contemp
WHND	Det	107	1830	22	5	Oldies
WMGK-F	Phil	598	9457	2	4	AC
WPEN	Phil	276	4108	13	4	Big Band
WCTC	NY (NJ)	136	1363	35	1	MOR
WCTO-F	NY (Long Is)	99	1647	40	1	BTFL
WMCQ-F	NY (NJ)		DID NOT SHOW			
WHEZ-F	Hunt,WV	45	547	4	122	BTFL
WTCR	Hunt, WV	42	678	5	122	Country
Others: WGSM (Huntington,NY)						
GROUP ONE	(Roger Berk)					
KLZ	Denver	205	4401	3	21	Country
KAZY-F	Denver	158	2514	7	21	AOR
WAKR	Akron	112	1968	3	61	MOR
WAEZ-F	Akron	68	884	7	61	BTFL
WONE	Dayton	111	1976	5	48	Country
WTUE-F	Dayton	134	2052	3	48	AOR
KBOX	Dall-FW	114	1556	16	10	Country
KMEZ-F	Dall-FW	257	2938	6	10	BTFL
GULF UNITED	(Alan Henry)					
WVOJ	Jkville,FL	35	587	8	57	Country
WNDE	Indy	64	1759	10	34	AC
WFBQ-F	Indy	365	3598	1	34	AOR
WKAP	Allen,PA	30	601	10	65	AC
KTXQ-F	Dall-FW	211	3537	10	10	AOR
HARTE-HANKS	(Gary Eden)					
KOY	Phoe	161	2681	4	25	MOR
KQYT-F	Phoe	161	2051	4	25	BTFL
WSGN	Birm	80	1576	7	46	Contemp
WRBQ-F	Tampa	301	3512	1	23	Rock
WEZI-F	Memphis	181	2130	3	43	BTFL
KULF	Houston	81	1903	16	9	AC
KYND-F	Houston	281	3264	5	9	BTFL
WRVA	Richmond	253	3116	1	67	MOR
WRVQ-F	Richmond	187	2489	2	67	Rock

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
HARTE-HANKS	(Con't)					
KMJK-F	Port,O	82	1443	11	33	Rock
WLCY	Tampa	69	1525	14	23	AC
HATCH	(Homer Peterson)					
KJOT-F	Boise	27	357	10	194	Country
KGEM	Boise	39	553	5	194	Country
KGHL	Billings	59	584	1	265	MOR
KIDX-F	Billings	10	143	7	265	Contemp (?)
KALL	SLC	75	1189	6	42	AC
KALL-F	SLC	31	734	15	42	Contemp/AC
Others: KVEL, KUIN-F (Vernal,Utah)						
HEARST	(Franklin Snyder)					
WBAL	Balt	319	4444	1	14	MOR
WIYY-F	Balt	288	3297	2	14	AOR
WISN	Milw	253	4934	3	27	AC
WLPX-F	Milw	164	2860	5	27	AOR
WTAE	Pitt	245	4093	5	13	AC
WXKX-F	Pitt	302	5306	3	13	Rock
HEFTEL	(Tom Hoyt)					
WLUP-F	Chi	349	7188	14	3	AOR
WXKS	Boston	228	1635	12	6	Big Band
WXKS-F	Boston	471	5298	4	6	Contemp
KSSK	Hono	107	1858	4	55	MOR
KULA-F	Hono	44	773	9	55	Rock
WIKS-F	Indy	171	2808	6	34	Rock
WYYS-F	Cin	91	2161	13	28	Contemp
HUBBARD	(S.S. Hubbard)					
WGTO	Lakeland	65	669	1	124	Country
KSTP	Minn-SP	117	3379	10	15	AC
KSTP-F	Minn-SP	433	5672	2	15	Contemp
KOB	Albuq	93	1737	2	92	MOR
KOB-F	Albuq	39	699	7	92	AC

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
INNER CITY	(Pepe Sutton)					
WBLS-F	NY	1871	19405	1	1	Black
WLIB	NY	152	2019	32	1	Black
WLBS-F	Det	156	3139	19	5	Black
KRE	SF	28	845	45	7	Jazz
KBLX-F	SF	206	2866	13	7	Black
KUTE-F	LA	306	5416	20	2	Black
KGFJ	LA	183	3034	30	2	Black
INSILCO	(Richard Geisman, Fred Walker)					
WELI	N. Haven	116	1417	2	56	MOR
WGSO	NO	53	994	12	34	News
WQUE-F	NO	109	1805	9	34	Contemp
KTOK	Okl C	146	1843	4	47	MOR
KJYO-F	Okl C	35	619	13	47	BTFL
WVCG	Miami	102	1482	17	22	BTFL
WYOR-F	Miami	124	1427	16	22	BTFL
JEFFERSON-PILOT	(Cullie Tarleton)					
KIMN	Denver	191	3924	4	21	Rock
KYGO-F	Denver	152	1710	9	21	Country
WQXI	Atl	48	1389	14	17	Contemp
WQXI-F	Atl	247	3908	4	17	Contemp
WBT	Char,NC	208	3218	3	66	AC
WBCY-F	Char,NC	179	2452	4	66	Rock
WBIG	Greens,NC	35	713	12	49	AC
WWIL	Wilm,NC	27	227	3	221	Black
WHSL-F	Wilm,NC	32	473	2	221	Contemp
WGBS	Miami	98	2033	20	22	MOR
WLYF-F	Miami	227	2954	5	22	BTFL
KAYE-SMITH	(Lester Smith)					
KXL	Port,O	80	1723	12	33	News
KXL-F	Port,O	150	1896	5	33	BTFL
KISW-F	Sea	275	2974	2	16	AOR
KJRB	Spokane	83	1289	3	111	Rock
KEZE-F	Spokane	28	365	10	111	BTFL

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		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KING	(Jim Kime)					
KYA	SF	76	2661	29	7	AC
KYA-F	SF	100	2631	26	7	Contemp
WRTH	St. Lou	149	2460	10	12	BTFL
KGW	Port,O	189	3933	2	33	Rock
KINK-F	Port,O	107	1543	8	33	Rock
KREM	Spokane	14	510	13	111	Contemp
KREM-F	Spokane	91	968	1	111	AOR
KING	Sea	146	3640	7	16	AC/Contemp
KING-F	Sea	73	1394	19	16	Classical
LIN	(Donald Pelo)					
WIL	St. Lou	98	1954	14	12	Country
WIL-F	St. Lou	206	3179	7	12	Country
WBBF	Roch	88	1971	6	41	Contemp
WMJQ-F	Roch	110	1679	4	41	AOR
WFIL	Phil	209	5898	16	4	AC
WUSL-F	Phil	173	3239	18	4	AC
KILT	Hou	129	2916	13	9	Rock
KILT-F	Hou	376	4350	2	9	Country
WEMP	Milw	22	743	23	27	BTFL
WMYX	Milw	80	1022	12	27	AC
LOTUS	(Howard Kalmenson)					
KLFF	Phoe	73	745	13	25	Big Band
KTKT	Tucs	36	990	9	75	Rock
KLPX-F	Tucs	58	659	3	75	AOR
KWKW	LA	199	2375	27	2	Spanish
KFSD-F	SD	99	1129	7	19	Classical
KENO	LV	22	568	11	88	Rock
KENO-F	LV	47	582	5	88	AOR
KVAR-F	SA	44	549	13	36	Spanish
KONE	Reno	30	331	6	171	Country
KOZZ-F	Reno	58	573	1	171	Rock
LIGGETT	(Grant Santimore)					
WFMK-F	Lans	95	1363	3	90	Soft Rock
WHNN-F	Sag	113	1438	1	162	Rock
WZZR-F	Gr. Rpds	48	1006	11	68	Contemp
WLOL-F	Minn-SP	145	3245	8	15	Soft Rock
WCAY	Colum, SC	8	184	11	98	Country
WZLD-F	Colum, SC	47	761	5	98	Rock

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		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
MALRITE	(Carl Hirsch, Gil Rosenwald)					
WHK	Cleve	234	2583	7	20	Country
WMMS-F	Cleve	527	6967	1	20	AOR
WZUU	Milw	43	754	18	27	Contemp
WZUU-F	Milw	131	2629	7	27	Contemp
WNYR	Roch	77	1149	7	41	Country
WEZO-F	Roch	255	2594	1	41	BTFL
KEEY	Minn-SP	16	504	19	15	MOR
KEEY-F	Minn-SP	193	2687	6	15	BTFL
KNEW	SF	242	3944	11	7	Country
MANSHIP						
WKQA-F	Peoria	26	429	13	108	Rock
WXCL	Peoria	61	787	5	108	Country
WJBO	BR	31	745	12	86	MOR
WFMF-F	BR	174	1752	1	86	Rock
KRGV	McA-Brown	36	664	6	92	Rock
McCLATCHY	(Ramsey Elliot)					
KMJ	Fresno	131	1744	2	82	News
KNAX-F	Fresno	11	315	23	82	AC
KBEE	Modesto	14	273	14	143	BTFL
KBEE-F	Modesto	36	362	9	143	BTFL
KOH	Reno	47	606	3	171	News
KFBK	Sacra	91	1737	7	39	News
KAER-F	Sacra	48	877	16	39	BTFL
MEREDITH	(John Lauer)					
WGST	Atl	107	1920	11	17	News
WPCH-F	Atl	185	2629	7	17	BTFL
WOW	Omaha	222	4568	2	70	AC/Contemp
KEZO-F	Omaha	139	1806	3	70	AOR
KCMO	KC	155	3297	8	29	News/Talk
KCEZ-F	KC	169	1969	5	29	BTFL

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
METROMEDIA	(George Duncan)					
KLAC	LA	487	8065	11	2	Country
KMET-F	LA	761	13261	3	2	AOR
WNEW	NY	966	13552	10	1	Big Band
WNEW-F	NY	734	11447	13	1	AOR
KSAN-F	SF	167	3024	20	7	Country
WCBM	Balt	219	3070	6	14	MOR
WMET-F	Chi	371	6567	10	3	AOR
WIP	Phil	403	6755	7	4	MOR
WMMR-F	Phil	527	8371	3	4	AOR
WOMC-F	Det	257	3051	11	5	MOR
WASH-F	Wash	228	3371	8	8	AC
KRLD	Dallas	298	5854	5	10	News
KJR	Sea	146	3693	5	16	Rock
METROPLEX	(Norm Wain)					
KEZK-F	St. Lou	236	2652	3	12	BTFL
WHTT	Miami	96	732	21	22	Spanish
WHYI-F	Miami	307	4682	1	22	Rock
WCKX	Tampa	165	2114	8	23	Rock
WPKX/ WVKX	Wash	230	2523	7	8	Country
MID AMERICA	(Les Small)					
WQUA	Moline	24	554	11	105	MOR
KRVR-F	Moline	61	794	5	105	BTFL
WTRX	Flint	55	909	9	81	AC
WIRL	Peoria	37	857	8	108	AC
WSWT-F	Peoria	92	1062	1	108	BTFL
KIOA	Des M	92	2212	4	112	Contemp
KMGK-F	Des M	63	1041	8	112	Rock
WIRE	Indy	156	2104	8	34	Country
WXTZ-F	Indy	271	3054	3	34	BTFL
KBEZ-F	Tulsa	128	1598	4	59	BTFL

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
MIDWEST FAMILY						
WKKN	Rockford	15	155	11	144	Country
WYFE-F	Rockford	47	636	6	144	AOR
WISM	Madison	28	756	11	116	Contemp
WISM-F	Madison	51	1079	6	116	AC
WYTL	Oshkosh	49	607	5	132	Country
WOSH-F	Oshkosh	37	689	9	132	Rock
WITL	Lansing	12	263	17	90	Country
WITL-F	Lansing	92	1145	4	90	Country
Others: WMAY (Springfield,Ill); WSJM,WIRX-F (St. Joseph,MI); WIZM A/F (LaCrosse,WI)						
MORTENSON (Jack Mortenson)						
WJMM-F	Lex	5	186	10	120	Religion
WHKK-F	Cin	8	240	22	28	Religion
WAVE	Balt	48	364	18	14	Big Band
WTOF-F	Canton	16	310	12	96	Religion
WEMM-F	Hunt, WV	37	496	7	122	Religion
Others: WSUM (Parma,OH)						
MULTIMEDIA (Bruce Buchanan,Walt Bartlett)						
WWNC	Ashe	97	1171	1	186	Country
WFBC	Green,SC	37	883	11	72	MOR
WFBC-F	Green,SC	124	2156	3	72	Contemp
KAAY	Lit Rock	92	2157	3	102	Contemp
KLPQ-F	Lit Rock	66	1229	4	102	Rock
WEZW-F	Milw	272	3284	2	27	BTFL
WMAZ-F	Macon	91	1279	1	149	Contemp
WMAZ	Macon	37	835	6	149	MOR
KEEL	Shreve	64	1467	5	106	Contemp
KMBQ-F	Shreve	43	598	7	106	AOR
WAKY	Louis	72	1834	9	44	AC
WVEZ-F	Louis	139	1530	3	44	BTFL
NATIONWIDE (Steve Berger)						
WPOC-F	Balt	253	2568	4	14	Country
WGAR	Cleve	212	4110	8	20	AC
WKSW-F	Cleve	162	1898	9	20	Country
WNCI-F	Colum, O	236	3939	2	37	Contemp
WSHH-F	Pitt	295	3869	4	13	BTFL
WLEE	Richmond	38	825	11	67	AC

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
NBC (Dick Verne)						
WNBC	NY	1522	29529	4	1	Contemp
WYNY-F	NY	944	17261	11	1	AC
WRC	Wash	207	2584	10	8	News/Talk
WKYS-F	Wash	272	4263	6	8	Urban
WMAQ	Chi	1067	18387	2	3	Country
WKQX-F	Chi	380	6811	9	3	Contemp
KNBR	SF	424	8491	4	7	MOR
KYUU-F	SF	301	4801	8	7	AC
NEWHOUSE						
WSYR	Syr	145	2065	2	62	MOR
WSYR-F	Syr	168	2237	1	62	AOR
WTPA-F	Harris,PA	111	1115	3	93	AOR
WAPI	Birm	50	809	14	46	MOR
WAPI-F	Birm	77	944	8	46	BTFL
OUTLET (Dick Rakovan)						
WSNE-F	Prov	77	1136	12	45	AC
WDBO	Orl	91	1352	8	58	MOR
WDBO-F	Orl	176	2229	2	58	BTFL
WTOP	Wash	156	3335	15	8	News
KIQQ-F	LA	362	7889	18	2	Rock
WQRS-F	Det	94	1449	24	5	Classical
WIOQ-F	Phil	337	5171	9	4	Rock
PARK (William Fowler)						
KRSI	Minn-SP	31	577	16	15	Big Band
KRSI-F	Minn-SP	34	799	14	15	Big Band
WONO-F	Syr	10	150	20	62	BTFL
WHEN	Syr	118	2284	3	62	AC
WNCT	Green,NC	2	153	21	298	MOR
WNCT-F	Green,NC	48	538	5	298	BTFL
WNAX	SiouxF/Yank	86	1098	1	268	Country
KWJJ	Port,O	100	1976	9	33	Country
KJIB-F	Port,O	53	1006	16	33	Country
WDEF	Chatt	66	921	4	96	MOR
WDEF-F	Chatt	88	1065	2	96	BTFL
WTVR	Rich	15	276	16	67	Big Band
WTVR-F	Rich	64	922	7	67	BTFL
KEZX-F	Sea	90	1148	13	16	BTFL

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PEORIA JOURNAL STAR (Justin Hoberg)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KRKE	Alb	30	598	11	92	Country
KWXL-F	Alb	86	948	3	92	AOR
KSSS	Col Spg	43	564	4	121	Country
KBMY	Billings	14	260	6	265	Country
KYNR-F	Pueblo	8	104	10	240	BTFL
KICT-F	Wichita	53	601	5	100	AOR

Others: WAZY A/F (Lafayette,Ind); KFRM (Salina,Kan);
KNOX, KTYN-F (Grand Forks,ND)

PLOUGH (Wayne Hudson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WPLO	Atl	163	2089	8	17	Country
WVEE-F	Atl	243	2822	5	17	Urban
WCAO	Balt	116	2848	11	14	Contemp
WXYV-F	Balt	249	2807	5	14	Urban
WJJD	Chi	123	2910	25	3	Country
WJEZ-F	Chi	323	4802	16	3	Country
WMPS	Memphis	147	1918	5	43	Country
WHRK-F	Memphis	147	1747	6	43	Urban
WSUN	Tampa-SP	239	3260	4	23	Country
WQXM-F	Tampa-SP	213	2272	6	23	Country
WUBE	Cin	16	522	21	28	Country
WUBE-F	Cin	109	1475	11	28	Country

RKO (Robert Williamson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WOR	NY	1624	20742	2	1	Talk
WXLO-F	NY	405	8607	21	1	Rock
WRKO	Bost	216	5712	13	6	AC
WROR-F	Bost	401	6149	7	6	AC
WGMS A/F	Wash	135	2459	16	8	Classical
WAXY-F	Miami	162	2338	11	22	AC
WFYR-F	Chi	293	5267	17	3	AC
WHBQ	Memphis	70	1878	9	43	AC
KFRC	SF	423	10348	5	7	Rock
KHJ	LA	274	5808	21	2	Country
KRTH-F	LA	536	9730	9	2	AC

REGIONAL

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WGRD-F	G. Rpds	157	2884	3	68	Rock
WGRD	G. Rpds	24	593	16	68	Big Band
WAJX-F	Mel-Titus	8	166	11	150	Rock
WAMT	Mel-Titus	9	225	10	150	AC
WPIC	Youngs	42	581	10	74	MOR
WYFM-F	Youngs	96	2029	3	74	Rock
WAAL-F	Bingh	66	860	3	131	Rock

Others: WTRU,WCNF-F (Muskegon); WKNY (Kingston,NY)

ROLLINS (Paul Downs)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KDAY	LA	189	3407	29	2	Black
WAMS	Wilm,DE	12	546	19	79	AC
WRAP	Norfolk	100	1435	8	51	Black
WCHS	Char,WV	43	1094	5	145	MOR
WBES-F	Char,WV	33	434	6	145	BTFL
WBEE	Chi		DID NOT SHOW			

RUST (Bill Rust)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WPTR	Albany	52	1055	11	53	AC
WFLY-F	Troy	119	1926	5	53	Rock
WHAM	Roch	149	2463	2	41	MOR
WHFM-F	Roch	63	1245	8	41	AOR
WAEB	Allen	88	1481	5	65	AC
WXKW-F	Allen	143	1415	2	65	Country
WNOW	York	49	458	12	109	Country
WQXA-F	York	126	2023	2	109	Rock
WRNL	Rich,VA	63	1232	8	67	Country
WRXL-F	Rich,VA	99	1211	4	67	AOR
WQXK-F	Salem/Youn	53	737	7	74	Country

SJR (Ed Cossman)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KRLY-F	Hou	179	3226	10	9	Rock
WKLS	Atl	15	367	16	17	AOR
WKLS-F	Atl	357	3946	1	17	AOR
WQAL-F	Cleve	280	3239	3	20	BTFL
WKTU-F	NY	1616	21398	3	1	Urban
WJIT	NY	391	3796	22	1	Spanish
WYSP-F	Phil	311	6155	11	4	AOR
WJMD-F	Wash	170	2647	13	8	AC
KNUS-F	Dall-FW	171	3366	13	10	Rock

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SANDUSKY NEWSPAPERS (Toney Brooks)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KZAM	Sea	6	370	34	16	Rock
KZAM-F	Sea	84	1485	14	16	Rock
KBPI-F	Denv	314	3970	1	21	AOR
KDJQ	Phoe		DID NOT SHOW			
KDKB-F	Phoe	153	1862	7	25	AOR
KWFM-F	Tucs	49	466	6	75	AOR

Others: KSLY,KUNA-F (San Luis Obispo)

SCRIPPS-HOWARD (Dick Janssen)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WMC	Memphis	159	2231	4	43	Country
WMC-F	Memphis	214	3249	1	43	Rock
WNOX	Knox	64	1311	7	85	Rock
WBSB-F	Balt	167	2758	8	14	Rock
KMEO	Phoe	33	671	20	25	BTFL
KMEO-F	Phoe	212	2381	2	25	BTFL

SECURITY (Ed Muniz)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WXOK	BR	90	884	5	86	Black
WNNR	NO	39	452	15	34	Black
WAIL-F	NO	171	1798	3	34	Urban
KALO	Beau	40	375	7	104	Black
KZZB-F	Beau	11	321	14	104	Rock
KEZQ-F	Lit Rock	61	717	6	102	BTFL

Others: KIEL, (Jacksonville,Ark)

SHAMROCK (Charles Harper)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KXLR	Lit Rock	15	475	11	102	Country
KABL	SF	171	3461	18	7	BTFL
KABL-F	SF	284	3734	9	7	BTFL
KUDL-F	KC	125	2025	10	29	Soft Rock
KMGC-F	Dallas	118	2321	15	10	Soft Rock
WWWW-F	Det	315	4524	5	5	Country
KYOK	Hou	24	547	25	9	Black

SBI Inc (Ed Shadek)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KOGO	SD	57	1378	18	19	MOR
KPRI-F	SD	121	2081	5	19	AOR
KZZY-F	SA	43	1012	14	36	Rock
KCCW	SA	70	1077	10	36	Country
KYMS	Santa Ana	33	614	30	16	Religion
KBRN	Denver		DID NOT SHOW			

STAUFFER (Al Lobeck)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KARZ	Phoe	58	1129	16	25	Country
KRNT	DM	72	1088	7	112	MOR
KRNQ-F	DM	73	1193	6	112	Rock
WIBW	Topeka	76	1137	2	177	MOR
WIBW-F	Topeka	69	988	3	177	Rock
KGNC-F	Amar	45	569	2	191	BTFL
KGNC	Amar	33	734	1	191	MOR
KGBX	Spr, MO	21	377	8	168	AC

Others: KGFF (Shawnee,OK)

STERLING (Fred Danz, Cliff Hunter)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KSJO-F	San Jose	60	1778	30	19	AOR
KXRX	San Jose		DID NOT SHOW			
KASH	Eug-Spr	3	154	14	136	Rock
KSND-F	Eug-Spr	53	644	2	136	Rock
KZOK	Sea	24	784	29	16	AOR
KZOK-F	Sea	71	1958	20	16	AOR
KALE	Richland	20	409	5	211	Contemp
KIOK-F	Richland	38	361	1	211	Rock
KDKO	Denver	68	562	15	21	Urban

Others: KBFW (Billingham,WA); KEDO,KLYK-F (Longview,WA)

STONER (Glenn Bell)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KSO	DM	146	1710	2	112	Country
KGGO-F	DM	85	1036	5	112	AOR
WGNT	Hunt,WV	47	816	3	122	MOR
WNBF	Bing	64	940	4	131	MOR
WQYT-F	Bing	71	826	2	131	BTFL
KHAK	Ced Rpds	6	170	12	198	Country
KHAK-F	Ced Rpds	31	574	8	198	Country
WHEL	Knox	26	398	8	85	Big Band
WIMZ-F	Knox	95	1234	4	85	AOR
WADV-F	Buff	49	811	10	32	AC

STORZ (Robert Storz)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WQAM	Miami	150	2336	12	22	Country
WHB	KC	274	4499	2	29	Contemp
WDGY	Minn-SP	252	3980	3	15	Country
WTIX	NO	182	3248	2	34	Contemp
KOMA	Okl C	216	3101	1	47	Country
KXOK	St. Lou	217	3774	6	12	AC

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STUART (Dick Chapin)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFOR	Lincoln	42	616	3	178	MOR
KFRX-F	Lincoln	35	540	5	178	AOR
KWTO	Spr,MO	129	1890	2	168	Country
KWTO-F	Spr,MO	129	1311	3	168	Rock
KOEL-F	Waterloo/ Oelwein	33	466	6	217	Country

Others: KOEL (Oelwein,IA); KSAL,KYEZ-F (Salina,Kan); KRGI A/F (Grand Island,Neb); KATI,KAWY-F (Casper)

SUDBRINK (Dick Casper)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WORL	Orl	44	583	13	58	Black
WJYO-F	Orl	85	953	9	58	BTFL
WNWS	Miami	279	2629	2	22	News
KPOI	Hono	52	701	6	55	AC
KDUK-F	Hono	123	1327	2	55	AOR
WLAC	Nash	80	1244	8	51	News
WJYN-F	Nash	24	479	12	51	BTFL

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SUMMIT (Dick Barron)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WCOA	Pensa	29	421	8	126	MOR
WJLQ-F	Pensa	61	913	1	126	Rock
WSJS	Win-Sal	90	1240	7	49	MOR
WTQR-F	Win-Sal	302	3509	1	49	Country
WREC	Mem	44	1289	13	43	MOR
WZXR-F	Mem	184	1770	2	43	AOR
KOCY	Okl C	7	268	18	47	Country
KXXY-F	Okl C	94	1140	6	47	AOR

SUNBELT (C.T. Robinson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFYE-F	Fresno	195	2294	1	82	Rock
KQEO	Albuq	31	672	10	92	Oldies
KZZX-F	Albuq	63	1120	6	92	Rock
KSPZ-F	Col Spg	77	1011	1	121	Rock
KVOR	Col Spg	38	532	6	121	MOR
KTLS	Okl C		DID NOT SHOW			

Others: KQPD-F (Ogden, UT)

SUSQUEHANNA (Art Carlson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WQBA	Mimai	200	1578	6	22	Spanish
WQBA-F	Miami	74	779	24	22	Spanish
WKIS	Orl	69	1067	11	58	Talk/MOR
WLTA-F	Atl	213	229	6	17	AC
WFMS-F	Indy	175	2123	5	34	Country
WHLO	Akron	22	775	21	61	News/Talk
WRRM-F	Cin	133	1747	9	28	Soft Rock
WLQR-F	Toledo	153	1705	3	54	BTFL
WARM	Scran	118	1773	2	64	MOR
WSBA	York	85	1394	8	109	MOR
WSBA-F	York	86	1119	7	109	BTFL
KPLX-F	Dall-FW	238	3129	8	10	Country
KLIF	Dall-FW	67	1607	18	10	Country

SWANSON (Gerock Swanson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KWKN	Wich	29	600	13	100	Contemp
WSHO	NO	53	619	13	39	Big Band
WBYU-F	NO	132	1599	6	39	BTFL
KKNG-F	Okl C	146	1641	4	47	BTFL
KRMG	Tulsa	162	2123	2	59	MOR
KFJZ	Dall-FW	94	1561	17	10	Big Band
KEGL	Dall-FW	225	4147	9	10	Rock
KKYX	San Ant	293	3370	2	36	Country
KGCS-F	Wich	45	440	6	100	Country

TAFT (Carl Wagner)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WDAF	KC	591	7025	1	29	Country
KYYS-F	KC	230	3337	3	29	AOR
WGR	Buff	188	3784	4	32	AC
WGRQ-F	Buff	163	2082	6	32	AOR
WKRC	Cin	206	3555	4	28	AC
WKRQ-F	Cin	246	4267	3	28	Rock
WTVN	Colum,O	192	3287	3	37	AC
WLVQ-F	Colum,O	276	3300	1	37	AOR
KQV	Pitt	125	2206	11	13	News
WDVE-F	Pitt	411	4849	2	13	AOR
WDAE	Tampa-SP	61	1176	16	23	AC
WYNF-F	Tampa-SP	154	2080	9	23	Rock

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
TICHENOR	(Mal Kasanoff)					
KUNO	Cor Chr	46	455	4	117	Spanish
KGBT	Harlin	214	1401	1	92	Spanish
KELT-F	Harlin	60	643	4	92	Country
KQXT-F	San Ant	143	1544	4	36	BTFL
KCOR	San Ant	115	1002	6	36	Spanish
UNITED	(Gerald Hroblak)					
WSID	Balt	19	284	29	14	Black
WLPL-F	Balt	54	1532	16	14	Rock
WINX	Wash	DID NOT SHOW				
WOOK-F	Wash	158	2979	14	8	Black
WBNX	NY	DID NOT SHOW				
WJMO	Cleve	60	942	19	20	Black
WLYT-F	Cleve	98	2201	16	20	AOR
KALI	LA	154	2154	33	2	Spanish
KSOL-F	SF	436	4025	3	7	Black
VIACOM	(Al Greenfield)					
KDIA	SF	124	2288	24	7	Black
WMZQ-F	Wash	202	2505	11	8	Country
WWRL	NY	110	2334	37	1	Black
WKHK-F	NY	277	4524	25	1	Country
WDIA	Memp	81	1759	8	43	Black
WRVR-F	Memp	82	1682	7	43	Contemp
KIKK	Hou	87	1208	15	9	Country
KIKK-F	Hou	288	4398	4	9	Country
WALTON						
KIKX	Tucs	14	357	16	75	Country
KLRB-F	Sal-Sea	18	274	14	134	Rock
KIDD	Sal-Sea	36	743	5	134	Rock
KDJW	Amar	25	369	7	191	Country
KBUY-F	Amar	20	303	8	191	Contemp
WESTERN CITIES	(Rick Phalen)					
KMGX	Tucs	20	443	13	75	AC
KRQQ-F	Tucs	58	768	3	75	Rock
KZAP-F	Sacra	249	2754	1	39	AOR
KMJJ	LV	33	640	9	88	AC
KLUC-F	LV	66	886	1	88	Rock
KZZP A/F	Phoe	157	2352	6	25	Rock

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WESTINGHOUSE	(Dick Harris)					
WIND	Chi	418	5969	7	3	Talk
WOWO	F. Wayne	292	4530	1	103	AC
KYW	Phil	900	16021	1	4	News
KFWB	LA	545	12742	8	2	News
WINS	NY	1078	23751	9	1	News
WBZ	Boston	587	10838	2	6	MOR
WBZ-F	Boston	49	1619	25	6	Contemp
KDKA	Pitt	1055	13811	1	13	MOR
WPNT-F	Pitt	183	2906	9	13	BTFL
KODA-F	Hou	248	3462	8	9	BTFL
KOAX-F	Dallas	209	2836	11	10	BTFL
KJQY-F	SD	229	2402	1	19	BTFL
KOSI-F	Denver	185	2638	5	21	BTFL
WGN CONTINENTAL	(James Dowdle)					
WGN	Chi	1239	17401	1	3	MOR/Talk
WICC	Bridge	119	1969	2	98	AC
WPIX-F	NY	569	11789	18	1	Rock
KGNR	Sacra	84	1499	9	39	MOR
KCTC-F	Sacra	110	1291	5	39	BTFL

MARKET REVENUE AND PROFITABILITY: PER CAPITA AND MARGIN ANALYSIS

The tables below are based on financial data for 1979 as released by the FCC in December of 1980.

Table #1 examines total revenue per capita. The market's total revenue (defined as total time sales less commissions, plus talent and program sales, plus other broadcast revenue) is divided by the SMSA population (as of 1 Jan 80 or 1 Jan 81 as available).

Table #2 considers the income per capita. Each market's pre-tax income is divided by the SMSA population.

Table #3 provides national/regional revenue per capita. This figure is before commissions to agencies, representatives and others. These figures should be used with caution since stations differ in their classification of national and local business.

Table #4 shows profit margin. This figure is calcualted by dividing a market's total income by total revenue. The figure is pre-tax.

The tables below show which markets scored highest and lowest in each category (highest only for Table #4). Figures for markets not listed below can be found in the Individual Market Reports.

TOTAL U.S. FIGURES

Population :	227,672,400		
National Revenue:	$626,991,738	($2.75 per capita)	($2.69 in 1978)
Total Revenue :	$2,730,922,673	($11.99 per capita)	($11.63 in 1978)
Total Income :	$225,258,757	($ .99 per capita)	($1.35 in 1978)
Pre-Tax Margin :	8.248%		(11.617% in 1978)

TABLE # 1: TOTAL REVENUE PER CAPITA

HIGHEST		LOWEST	
1. Fargo	$31.02	1. Anaheim	$2.67
2. Anchorage	30.16	2. River-SB-Ont	6.58
3. Sioux Falls	29.10	3. New Haven	7.44
4. Cedar Rapids	28.97	4. Lancaster	7.50
5. Billings	25.80	5. Mel-Titus-Cocoa	8.18
6. Amarillo	23.36	6. Steubenville	8.21
7. Lincoln	22.68	7. Stockton	8.58
Des Moines	22.68	8. Sarasota	8.60
9. Reno	22.10	9. Wilmington,DE	8.71
10. Wichita	22.08	10. Bridgeport	8.75
11. Wheeling	21.77	11. Youngstown	8.89
12. Charlotte	21.75	12. Johnstown	8.99
13. Springfield, MO	21.14	13. Savannah	9.04
14. Bloomington, Ill	20.44	14. Saginaw	9.09
15. San Francisco	20.40	15. Erie	9.21
16. Lubbock	19.89	16. Reading	9.35
17. Topeka	19.84	17. Norfolk	9.50
18. Las Vegas	18.90	18. Philadelphia	9.55
19. Waterloo-CF	18.84	19. Augusta	9.81
20. Seattle	18.75	20. Allen-Beth-Easton	9.82

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TABLE # 2: PROFIT PER CAPITA

HIGHEST		LOWEST	
1. Wheeling	$6.02	1. Pueblo	$-3.10
2. Atlanta	4.83	2. Eugene-Spr	-2.77
Columbus, Ohio	4.83	3. Tallahassee	-2.67
4. Bloomington, Ill	4.50	4. Beaumont-PA-Orange	-2.59
5. Cedar Rapids	4.20	5. Wilmington, NC	-2.57
6. Minn-St. Paul	4.06	6. Anchorage	-2.54
7. Los Angeles	3.99	7. El Paso	-2.52
8. Houston	3.93	8. Amarillo	-1.89
9. York	3.86	9. Jacksonville	-1.78
10. Madison	3.74	10. Honolulu	-1.77
11. Lexington	3.38	11. Sarasota	-1.76
12. Dayton	3.35	12. Daytona Beach	-1.75
13. Roanoke	3.34	13. Columbus, GA	-1.54
14. Sioux Falls	3.19	14. Portalnd, ME	-1.52
15. Charlotte	3.17	15. Terre Haute	-1.48
16. Lafayette, LA	2.87	16. West Palm Beach	-1.39
17. Reno	2.59	17. Lynchburg	-1.29
18. Lincoln	2.51	18. Waco	-1.12
Greenv-Spart	2.51	19. Utica	-1.04
		20. Colorado Springs	-1.03

TABLE # 3: NATIONAL/REGIONAL REVENUE PER CAPITA

HIGHEST		LOWEST	
1. San Francisco	$7.90	1. Anaheim	$ .43
2. Los Angeles	7.33	2. Wilmington,DE	.66
3. Cedar Rapids	7.25	3. Reading	.67
4. Sacramento	7.10	4. Johnstown	.87
5. Wheeling	6.66	5. Allen-Beth-Easton	1.00
6. Sioux Falls	6.37	6. Apple-Oshkosh	1.04
7. Des Moines	5.90	7. Savannah	1.06
8. Charlotte	5.73	8. Sarasota	1.07
9. Portland, OR	5.63	9. Erie	1.13
10. Las Vegas	5.48	10. Asheville	1.14
11. Tucson	5.42	Saginaw	1.14
12. Fargo	5.29	12. Huntsville	1.21
13. Flint	5.15	13. River-SB-Ont	1.22
14. Seattle	5.09	14. Pensacola	1.26
San Antonio	5.09	15. Pueblo	1.35
16. Phoenix	5.05	16. Baton Rouge	1.37
17. Miami	5.04	17. Honolulu	1.41
18. Eugene-Spring	4.98	18. JC-Kings-Bris	1.42
19. Washington	4.88	19. Atlantic City	1.45
20. Dallas-FW	4.86	20. Utica	1.46

TABLE # 4: PROFIT MARGIN - LEADING MARKETS

1. Columbus, OH	31.4%
2. Atlanta	27.7
3. Wheeling	27.6
4. Minn-SP	27.4
5. Houston	25.6
6. Los Angeles	24.2
7. Dayton	24.1
8. Wilmington,DE	24.0
9. York	23.4
10. Bloomington,Ill	22.0
11. Stockton	20.9
12. Madison	20.6
13. Baltimore	20.4
14. Lexington	19.9
15. Lansing	18.8
16. Baton Rouge	18.5
17. Austin	18.3
18. Roanoke	18.0
19. Flint	17.6
Allen-Beth-East	17.6

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Apr/May 81. The "audience" column shows the delivery on one spot of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-MID. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying onw spot on each of these same stations. The rate is based on an 18 spots per week schedule (60") spread equally from 6AM-MID. The "weekly cast" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

MARKET	AUDIENCE	COST	WEEKLY COST	CPM	(A/M 80 CPM)
Akron (4 sta)	302	$119.50	$2151.00	$3.96	($5.17)
Albany-Schen-Troy	826	277.75	4999.50	3.36	(2.83)
Albuquerque	421	177.50	3195.00	4.22	(3.15)
Allen-Beth-Easton	611	152.78	2750.04	2.50	(2.69)
Altoona	220	82.20	1479.60	3.74	(2.64)
Amarillo	216	58.00	1044.00	2.69	(2.53)
Anaheim	206	149.62	2693.16	7.26	(8.00)
Anchorage	182	108.53	1953.54	5.96	(5.74)
Apple-Osh	260	72.25	1300.00	2.78	(3.15)
Asheville	205	101.50	1827.00	4.95	(3.51)
Atlanta	1495	525.75	9463.50	3.52	(3.22)
Atlantic City	145	78.91	1420.38	5.44	(5.27)
Augusta	300	96.70	1740.60	3.22	(2.86)
Austin	503	153.65	2765.70	3.05	(3.22)
Bakersfield	264	93.20	1677,60	3.53	(4.00)
Baltimore	1380	414.50	7461.00	3.00	(2.45)
Baton Rouge	643	125.40	2257.20	1.95	(2.00)
Beaumont	261	106.12	1910.16	4.07	(2.94)
Billings	155	62.35	1122.30	4.02	(3.78)
Binghampton	326	84.75	1525.50	2.60	(2.65)
Birmingham	749	273.78	4928.04	3.66	(3.59)
Bloomington,Ill (4 sta)	130	89.00	1602.00	6.85	(5.30)
Boise	249	69.51	1251.18	2.79	(2.88)
Boston	2952	817.51	14,715.18	2.77	(2.55)
Bridgeport	416	173.75	3127.50	4.18	(4.17)
Buffalo	1163	460.75	8293.50	3.96	(3.03)
Canton	308	107.72	1938.96	3.50	(2.79)
Cedar Rapids	392	132.00	2376.00	3.37	(3.28)
Charleston,SC	372	111.25	2002.50	2.99	(2.81)
Charleston,WV	360	139.38	2508.84	3.87	(3.55)
Charlotte	1208	393.50	7083.00	3.26	(3.52)
Chattanooga	425	157.63	2837.34	3.71	(2.85)
Chicago	4796	1087.25	19,570.50	2.27	(1.82)
Cincinnati	1174	359.00	6482.00	3.06	(2.55)
Cleveland	1698	489.44	8809.92	2.88	(2.84)
Colorado Springs	286	106.75	1921.50	3.73	(3.32)
Columbia,SC	495	198.45	3572.10	4.01	(3.92)
Columbus, GA	316	84.00	1512.00	2.66	(2.67)
Columbus, OH	1004	398.91	7180.38	3.97	(3.49)

MARKET	AUDIENCE	COST	WEEKLY COST	CPM	(A/M 80 CPM)
Corpus Christi	255	$102.70	$1848.60	$4.03	($3.27)
Dallas-Fort Worth	2069	726.26	13,072.68	3.51	(3.16)
Daven-RI-Moline	376	137.70	2478.60	3.66	(4.72)
Dayton	847	332.50	5985.00	4.16	(3.17)
Daytona Beach	204	76.80	1382.40	3.76	(4.62)
Denver	1165	468.25	8428.50	4.02	(4.18)
Des Moines	683	194.20	3495.60	2.84	(2.46)
Detroit	2540	655.13	11,792.34	2.58	(2.76)
Duluth	356	92.06	1657.08	2.59	(2.71)
El Paso	354	112.25	2020.50	3.17	(4.65)
Erie	317	91.63	1649.34	2.89	(3.59)
Eugene-Spring	250	110.55	1989.90	4.42	(3.76)
Evansville	403	144.18	2595.24	3.58	(3.47)
Fargo	301	128.38	2310.84	4.27	(4.42)
Fayetteville	248	78.80	1418.40	3.18	(2.52)
Flint	330	160.30	2885.40	4.86	(4.29)
Ft. Lauderdale	868	346.25	6232.50	3.99	(4.70)
Ft. Wayne	637	215.13	3872.34	3.38	(2.90)
Fresno	575	183.00	3294.00	3.18	(3.15)
Grand Rapids	782	253.48	4562.64	3.24	(3.20)
Green Bay	345	87.00	1566.00	2.52	(2.42)
Greens-WS	804	250.25	4504.50	3.11	(3.53)
Greenville-N. Bern	326	109.25	1966.50	3.35	(2.10)
Greenville,SC	715	194.00	3492.00	2.71	(2.70)
Harrisburg	434	203.38	3660.84	4.69	(4.20)
Hartford	1236	484.00	8712.00	3.92	(3.07)
Honolulu	563	165.31	2975.58	2.94	(2.20)
Houston	1845	603.43	10,861,74	3.27	(3.51)
Huntington	373	134.50	2421.00	3.61	(3.84)
Huntsville	252	81.00	1458.00	3.21	(2.67)
Indianapolis	1340	406.50	7317.00	3.03	(3.46)
Jackson, MS	429	105.93	1906.74	2.47	(1.87)
Jacksonville	636	295.63	5321.34	4.65	(4.77)
John City-King-Bris	333	78.80	1418.40	2.37	(2.39)
Johnstown, PA	180	66.50	1197.00	3.69	(3.66)
Kalamazoo	225	134.91	2428.38	6.00	(5.77)
Kansas City	1450	375.00	6750.00	2.59	(2.63)
Knoxville	975	153.00	2754.00	1.57	(1.77)
Lafayette	272	83.00	1494.00	3.05	(2.34)
Lakeland	197	73.50	1323.00	3.73	(3.83)
Lancaster	335	119.75	2155.50	3.57	(3.64)
Lansing	383	122.39	2203.02	3.20	(2.41)
Las Vegas	293	120.23	2164.14	4.10	(3.69)
Lexington	523	143.25	2578.80	2.74	(2.55)
Lincoln	181	94.00	1692.00	5.19	(6.18)
Little Rock	646	153.88	2769.84	2.38	(2.28)
Los Angeles	4277	1271.25	22,882.50	2.97	(2.72)
Louisville	727	256.70	4620.60	3.53	(2.33)
Lubbock	300	68.40	1231.20	2.28	(2.82)
Lynchburg	98	51.96	935.28	5.30	(5.01)

MARKET	AUDIENCE	COST	WEEKLY COST	CPM	(A/M 80 CPM)
Macon	302	$102.04	$1836.72	$3.38	($2.54)
Madison	384	119.38	2148.84	3.11	(3.37)
Manchester	174	138.13	2486.34	7.94	(6.70)
McAllen-Browns	492	95.70	1722.60	1.95	(2.02)
Medford	150	50.57	910.26	3.37	(3.13)
Melb-Titus-Cocoa	140	59.70	1074.60	4.26	(4.12)
Memphis	885	347.00	6246.00	3.92	(4.16)
Miami	1287	405.00	7290.00	3.15	(3.36)
Milwaukee	1171	418.38	7530.84	3.74	(2.76)
Minn-St. Paul	1979	640.01	11,520.18	3.23	(2.26)
Mobile	497	149.98	2699.64	3.02	(3.28)
Modesto	245	78.09	1405.62	3.19	(3.89)
Montgomery	350	85.75	1543.50	2.45	(2.59)
Nashville	762	288.75	5197.50	3.79	(3.21)
Nassau-Suffolk	641	222.50	4005.00	3.47	(3.04)
New Haven	363	229.90	4138.20	6.33	(5.87)
New Orleans	857	248.88	4479.84	2.90	(3.98)
New York	7985	1471.88	26,493.84	1.84	(1.73)
Norfolk	757	222.00	3996.00	2.93	(2.38)
NE PA	479	134.13	2414.34	2.80	(2.65)
Oklahoma City	820	257.00	4626.00	3.13	(3.08)
Omaha	884	260.25	4684.50	2.94	(2.73)
Orlando	749	234.25	4216.50	3.13	(3.85)
Pensacola	278	91.25	1642.50	3.28	(3.56)
Peoria	351	125.75	2263.50	3.58	(3.07)
Philadelphia	3028	655.88	11,805,84	2.17	(2.03)
Phoenix	955	346.30	6233.40	3.63	(3.88)
Pittsburgh	2308	499.50	8991.00	2.16	(2.11)
Portland, OR	879	392.50	7065.00	4.47	(3.26)
Portland, ME	450	137.33	2471.94	3.05	(4.87)
Providence	957	307.50	5535.00	3.21	(3.07)
Pueblo	102	54.88	987.84	5.38	(4.48)
Raleigh	902	262.25	4720.50	2.91	(2.86)
Reading (4 sta)	200	95.50	1719.00	4.78	(4.68)
Reno	225	66.15	1190.70	2.94	(3.06)
Richland, WA	150	49.06	883.08	3.27	(4.06)
Richmond	726	222.75	4009.50	3.07	(4.23)
Riverside-SB-Ont	340	178.63	3215.34	5.25	(3.74)
Roanoke	593	161.00	2898.00	2.72	(1.74)
Rochester	752	433.00	7794.00	5.76	(5.04)
Rockford	263	102.25	1840.50	3.89	(3.99)
Sacramento	830	322.25	5800.50	3.88	(3.47)
Saginaw	447	98.00	1764.00	2.19	(1.87)
St. Louis	1932	595.50	10,719.00	3.08	(2.66)
Salinas-Seaside	230	95.50	1719.00	4.15	(3.64)
Salt Lake City	679	215.58	3880.44	3.17	(3.06)
San Antonio	1025	331.88	5973.84	3.24	(3.35)
San Diego	807	437.88	7881.84	5.43	(4.43)
San Francisco	2682	747.62	13,457.16	2.79	(2.64)
San Jose	662	342.25	6160.50	5.17	(5.43)

MARKET	AUDIENCE	COST	WEEKLY COST	CPM	(A/M 80 CPM)
Sarasota	181	$91.00	$1638.00	$5.03	($8.26)
Savannah	366	148.00	2664.00	4.04	(3.23)
Seattle-Tacoma	1128	370.00	6660.00	3.28	(3.52)
Shreveport	402	135.50	2439.00	3.37	(2.88)
Sioux Falls	292	166.25	2992.50	5.69	(3.63)
South Bend	526	103.40	1861.20	1.97	(1.93)
Spokane	406	123.73	2227.14	3.05	(3.32)
Springfield, MA	486	188.00	3384.00	3.87	(3.58)
Springfield, MO	478	99.25	1786.50	2.08	(1.91)
Steubenville (4 sta)	61	59.00	1062.00	9.67	(7.82)
Stockton	128	98.50	1773.00	7.70	(6.70)
Syracuse	583	223.63	4025.34	3.84	(3.64)
Tallahassee	200	75.50	1359.00	3.78	(3.52)
Tampa-St. Pete	1335	353.25	6358.50	2.65	(3.53)
Terre Haute	212	96.50	1737.00	4.55	(3.88)
Toledo	702	247.75	4459.50	3.53	(3.11)
Topeka	272	96.69	1740.42	3.55	(3.40)
Tucson	335	118.76	2137.68	3.55	(3.67)
Tulsa	794	191.13	3440.34	2.41	(2.24)
Utica	290	97.50	1755.00	2.97	(4.36)
Waco	183	84.00	1512.00	4.59	(5.46)
Washington	1694	688.50	12,393,00	4.06	(3.41)
Waterloo-CF	206	87.00	1566.00	4.22	(3.86)
West Palm Beach	431	151.25	2722.50	3.51	(3.69)
Wheeling	280	78.00	1404.00	2.79	(3.56)
Wichita	432	133.50	2403.00	3.09	(2.65)
Wilmington, DE	393	113.64	2045.52	2.89	(4.19)
Wilmington, NC	143	50.50	909.00	3.53	(4.47)
Worcester	435	194.75	3505.50	4.48	(3.38)
Yakima	173	55.00	990.00	3.18	(3.12)
York	402	154.00	2772.00	2.83	(2.39)
TOTALS	121266	$38,416.98	$691,505.64	$3.17	(2.97)

MOST EXPENSIVE MARKETS

1. Steubenville	$9.67
2. Manchester	7.94
3. Stockton	7.70
4. Anaheim	7.26
5. Bloomington,Ill	6.85
6. New Haven	6.33
7. Kalamazoo	6.00
8. Anchorage	5.96
9. Rochester	5.76
10. Sioux Falls	5.69
11. Atlantic City	5.44
12. San Diego	5.43
13. Pueblo	5.38
14. Lynchburg	5.30
15. Riverside-SB-Ont	5.25

LEAST EXPENSIVE MARKETS

1. Knoxville	$1.57
2. New York	1.84
3. Baton Rouge	1.95
McAllen-Brownsville	1.95
5. South Bend	1.97
6. Springfield, MO	2.08
7. Pittsburgh	2.16
8. Philadelphia	2.17
9. Saginaw	2.19
10. Chicago	2.27
11. Lubbock	2.28
12. John City-Bris-Kingsport	2.37
13. Tulsa	2.41
14. Jackson, MS	2.47
15. Allen-Beth-Easton	2.50

SEE PAGE A-17 FOR PERCENTAGE STUDY

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten up to seven stations/reps were listed; in 100+ markets only one or two stations/reps were listed.

The first table shows the number of stations a rep firm has which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE # 1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	TOT	A/M 80 TOT	A/M 79 TOT
1. Katz	6	8	21	14	12	11	10	82	(82)	(77)
2. Eastman	9	4	17	12	10	11	6	69	(67)	(63)
Mc-Guild	6	7	13	12	12	14	5	69	(65)	(63)
4. Torbet	4	5	14	10	8	13	10	64	(70)	(61)
5. Blair	10	4	20	12	7	6	2	61	(60)	(52)
6. Christal	4	6	11	11	5	6	-	43	(36)	(29)
7. Selcom	2	-	6	5	6	6	2	27	(22)	(28)
8. MMR	4	4	7	4	1	2	1	23	(17)	(10)
9. Buckley	3	-	3	3	1	4	3	17	(18)	(29)
10. HR/Stone	3	-	2	1	4	5	2	17	(24)	(15)
11. Masla	1	1	3	2	2	3	2	14	(17)	(16)
12. Howard	1	-	2	1	3	2	2	11	(7)	(9)
RAR	5	4	1	-	-	1	-	11	(9)	(11)
14. CBS Spot	6	3	1	-	-	-	-	10	(12)	(15)
15. RKO	5	-	-	1	-	-	-	6	(NA)	(NA)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figures in parenthesis (on Table 1) are the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE # 2: REPS AND THEIR "NUMBER ONE" STATIONS

	1-10	11-20	21-50	51-75	76-100	101-150	150+	TOT	A/M 80 TOT	A/M 79 TOT
1. Katz	1	1	5	6	4	8	9	34	(33)	(29)
2. Mc-Guild	3	1	1	3	4	6	5	23	(16)	(22)
3. Torbet	-	1	5	-	3	6	7	22	(24)	(25)
Blair	2	1	7	4	3	3	2	22	(20)	(17)
5. Eastman	2	-	2	3	4	4	5	21	(23)	(24)
6. Christal	1	-	2	5	1	2	-	11	(9)	(7)
7. Selcom	-	-	2	1	1	2	1	7	(10)	(3)
Buckley	1	-	1	-	-	3	2	7	(6)	(7)
9. Masla	-	1	-	1	-	2	2	6	(8)	(8)

MMR, HR/Stone - 4 stations
RAR, CBS Spot, Howard - 3 stations

PRO - 2 stations

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates how well the major market programmers are performing. The figures are based on 12+, Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR AVG figures are in hundreds. Only those companies sending me their client lists are included.

TOTAL 1/4 HR LISTENERS

Programmer	Stations	Listeners
1. Burkhart-Abrams	93	10611
2. Schulke	72	9933
3. Bonneville	60	7781
4. TM	80	4079
5. FM 100	34	3566
6. Drake-Chenault	61	2843
7. Al Ham	42	2016
8. Century 21	17	674
9. Churchill	6	633
10. KalaMusic	9	415
11. Musicworks	9	172

	FORMAT	# OF STATIONS	¼ HR AVG	AVG PER STATION	AVG SHARE
Burk-Abrams	AOR	64	8206	128.3	8.74
	OTHER	29	2405	82.9	6.28
		93	10611	114.1	
Schulke	BTFL	58	8362	144.2	8.71
	SRP II	14	1571	112.2	2.57
		72	9933	138.0	
Bonneville	BTFL	60	7781	129.7	9.12
TM	BTFL	22	1207	54.9	7.37
	ROCK	26	1232	47.4	11.81
	COUNTRY	18	873	48.5	6.42
	SOFT ROCK	9	526	58.4	5.06
	BLACK	3	188	62.7	5.67
	MOR	2	53	26.5	3.40
		80	4079	26.5	
FM-100	BTFL	34	3566	104.8	6.00
DRAKE-CHEN	ROCK	24	1236	51.5	10.76
	COUNTRY	20	974	48.7	8.59
	BIG BAND	6	207	34.5	1.77
	BLACK	8	375	46.9	9.34
	OTHER	3	51	17.0	7.40
		61	2843	46.6	
AL HAM	BIG BAND	42	2016	48.0	3.73
CENTURY 21	ROCK	9	282	31.3	7.61
	BTFL	3	207	69.0	3.90
	COUNTRY	5	185	37.0	7.52
		17	674	39.6	
CHURCHILL	BTFL	5	592	118.4	6.22
	AC	1	41	41.0	3.80
		6	633	105.5	
KALAMUSIC	BTFL	9	415	46.1	9.86
MUSICWORKS	COUNTRY	9	172	19.1	5.77

STATIONS APPEARING IN MULTIPLE ARB MARKETS

WMAQ	12	Chicago, South Bend, Bloomington, Rockford, Davenport, Peoria, Milwaukee, Indianapolis, Grand Rapids, Kalamazoo, Madison, Terre Haute
WGN	11	Chicago, South Bend, Bloomington, Rockford, Davenport, Peoria, Milwaukee, Kalamazoo, Madison, Appleton, Green Bay
WLS	11	Chicago, South Bend, Bloomington, Rockford, Davenport, Peoria, Milwaukee, Indianapolis, Grand Rapids, Kalamazoo, Terre Haute
WBBM	9	Chicago, South Bend, Bloomington, Rockford, Davenport, Peoria, Milwaukee, Grand Rapids, Terre Haute
WJR	8	Detroit, GR-Kala ADI, Flint, Saginaw, Lansing, Erie, Toledo, Fort Wayne
WNBC	7	New York, Bridgeport, Reading, Philadelphia, Providence, Hartford, New Haven
WWSH-F	7	Philadelphia, Lancaster, Reading, Allen-Beth, Atlantic City, Wilmington, NE PA
KYW	7	Philadelphia, Lancaster, Reading, Allen-Beth, Atlantic City, Wilmington, NE PA
KNBR	6	San Francisco, Salinas, Sacramento, Stockton, Fresno, Modesto
WWWE	6	Cleveland, Columbus, Steubenville, Akron, Canton, Youngstown
KDKA	6	Pittsburgh, Wheeling, Steubenville, Johnstown, Canton, Youngstown
WAAF-F	6	Worcester, Boston, Providence, Springfield, Manchester, Albany ADI
WIFI-F	6	Philadelphia, Lancaster, Reading, Allen-Beth, Wilmington, NE PA ADI
WMGK-F	6	Philadelphia, Lancaster, Reading, Allen-Beth, Wilmington, Atlantic City
WIOQ-F	6	Philadelphia, Lancaster, Reading, Allen-Beth, Wilmington, Atlantic City

Stations picking up greatest amount of listeners outside their own market:

1.	CKLW	4800
2.	WWVA	3500
3.	WOR	3100
4.	WJR	2200
5.	WNBC	1500
	WGN	1500
	WBCY-F	1500

METRO SHARE LEADERS AND MAJOR CHANGES

The following shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also shown are the stations in each market which had the largest gain and the largest share loss.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WMMS-F, 12.7, AOR	WGCL-F, +2.4, Rock	WAKR, -4.2, MOR
ALbany-Schen-Troy	WGY, 16.4, MOR	WPYX-F, +5.5, AOR	WFLY-F, -3.9, Rock
Albuquerque	KKJY-F, 11.9, BTFL	KWXL, +4.8, AOR	KRZY, -3.2, Country
Allen-Beth-East	WLEV-F, 13.2, AC	WSAN, +2.8, MOR	WQQQ-F, -3.7, BTFL
Altoona	WFBG, 30.7, Contemp	WFBG, +3.7, Contemp	WKMC, -3.2, Country
Amarillo	KIXZ, 21.6, Country	KHBQ-F, +6.2, Rock	KGNC, -6.1, MOR
Anaheim	KMET-F, 7.5, AOR	KABC, +1.5, Talk	KBIG-F, -2.1, BTFL
Anchorage	KFQD, 19.8, Contemp	KRKN-F, +5.5, Rock	KENI, -3.1, Rock
Appleton-Osh	WROE-F, 11.6, BTFL	WAPL-F, +4.1, AOR	WDUZ-F, -2.2, BTFL
Asheville	WWNC, 39.3, Country	WFBC-F, +2.2, Contemp	WISE, -1.6, Rock
Atlanta	WKLS-F, 10.7, AOR	WLTA-F, +3.2, AC	WVEE-F, -3.0, Urban
Atlantic City	WFPG-F, 15.4, BTFL	WMID, +2.8, MOR	WMGM-F, -4.3, Rock
Augusta	WBBQ-F, 23.6, Rock	WGUS-F, +8.1, Country	WBBQ-F, -3.6, Rock
Austin	KHFI-F, 15.7, Rock	KLBJ-F, +3.4, AOR	KCSW-F, -2.2, Country
Bakersfield	KUZZ, 17.8, Country	KWAC, +3.0, Spanish	KERN, -3.2, Rock
Baltimore	WBAL, 9.5, MOR	WBSB-F, +2.8, Rock	WBAL, -4.0, MOR
Baton Rouge	WFMF-F, 19.0, Rock	WTKL, +5.5, Black	WJBO, -3.4, MOR
Beaumont	KQKY-F, 11.0, BTFL	KRYD-F, +6.1, Country	KZZB-F, -4.0, Rock
Billings	KYYA-F, 19.5, Rock	KGHL, +9.3, MOR	KYYA-F,-10.7, Rock
Binghampton	WMRV-F, 16.4, Rock	WNBF, +5.0, MOR WMRV-F, +5.0, Rock	WENE, -3.3, MOR
Birmingham	WZZK-F, 13.6, Country	WZZK-F, +8.1, Country	WERC, -3.3, Rock
Bloomington,Ill	WJBC, 39.0, MOR	WBNQ-F, +2.2, Rock	WMAQ, -2.0, Country WWCT-F, -2.0, Rock
Boise	KBOI, 13.1, MOR	KBBK-F, +7.3, Rock	KFXD, -3.9, Rock
Boston	WCOZ-F, 11.1, AOR	WCOZ-F, +7.0, AOR	WBZ, -2.6, MOR WHDH, -2.6, AC
Bridgeport	WEZN-F, 16.0, BTFL	WKCI-F, +1.9, Rock	WDJZ-F, -2.5, Nost
Buffalo	WJYE-F, 15.5, BTFL	WJYE-F, +2.2, BTFL	WYRK-F, -2.4, BTFL
Canton	WHBC, 16.9, MOR	WDJQ-F, +4.0, Rock	WMMS-F, -3.1, AOR
Cedar Rapids	WMT, 30.3, MOR	KQCR-F, +6.5, Rock	KHAK, -6.4, Country
Charleston, SC	WSSX-F, 15.5, AOR	WSSX-F, +7.3, AOR	WTMA, -4.1, MOR
Charleston, WV	WVAF-F, 22.0, Rock	WCAW, +4.1, Country	WCHS, -5.1, MOR
Charlotte	WSOC-F, 15.3, Country	WSOC-F, +4.4, Country	WGIV, -1.7, Black
Chattanooga	WDEF, 13.5, MOR WSKZ-F, 13.5, Rock	WJTT-F,+10.5, Black	WNOO, -8.3, Black
Chicago	WGN, 9.5, MOR	WJPC, +2.0, Black	WLS, -1.5, Rock
Cincinnati	WLW, 11.0, MOR	WRRM-F, +4.0, Soft Rock	WLW, -3.5, MOR WSAI-F, -3.5, Country
Cleveland	WMMS-F, 10.5, AOR	WZAK-F, +1.9, Black	WQAL-F, -2.4, BTFL
Colorado Spgs	KSPZ-F, 13.6, Rock	KSPZ-F, +2.5, Rock	KLZ, -2.3, Country
Columbia,SC	WNOK-F, 14.5, Rock	WCOS-F, +6.9, Country	WOIC, -7.4, Black
Columbus, GA	WOKS, 18.2, Black	WFXE-F, +5.1, Black	WCGQ-F, -9.4, Rock
Columbus, OH	WLVQ-F, 15.9, AOR	WLVQ-F, +3.4, AOR	WBNS-F, -2.9, BTFL

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MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Corpus Christi	KOUL-F, 13.5, Country	KOUL-F, +4.7, Country	KEYS, -8.5, Rock
Dallas-FW	KSCS-F, 8.9, Country	KPLX-F, +2.4, Country	WBAP, -2.7, Country
Daven-RI-Moline	WHBF, 15.9, Country	WXLP-F, +3.9, AOR	WHBF, -1.9, Country
Dayton	WHIO-F, 19.6, BTFL	WHIO-F, +2.6, BTFL	WVUD-F, -3.7, Rock
		WDJX-F, +2.6, Rock	
Daytona Beach	WDOQ-F, 17.7, Rock	WDIZ-F, +6.1, AOR	WSBB, -2.8, BTFL
Denver	KBPI-F, 9.9, AOR	KYGO-F, +2.9, Country	KHOW, -3.3, MOR
Des Moines	KSO, 14.9, Country	KGGO-F, +1.9, AOR	WHO, -6.5, News/Talk
Detroit	WJR, 11.0, MOR	WLLZ-F, +8.0, AOR	WRIF-F, -2.2, AOR
Duluth	WWKQ-F+, 17.0, Country	WDSM, +5.9, Country	KDAL, -6.3, MOR
El Paso	KLAQ-F, 14.1, AOR	KLAQ-F, +11.0, AOR	XROK, -4.4, Spanish
Erie	WCCK-F, 23.4, Rock	WJET, +4.3, Contemp	WSEG-F, -2.0, ? ?
Eugene-Spr	KPNW-F, 14.1, BTFL	KQDQ, +4.4, Big Band	KUGN, -4.8, AC
		KSND-F, +4.4, Rock	
Evansville	WIKY-F, 20.1, BTFL	WKDQ-F, +9.6, Rock	WIKY-F, -6.2, BTFL
Fargo	KFGO, 21.1, Country	KVOX-F, +3.2, Country	WDAY-F, -5.0, BTFL
Fayetteville	WQSM-F, 25.8, Rock	WQDR-F, +4.1, AOR	WIDU, -9.1, Black
Flint	WGMZ-F, 11.1, BTFL	WGMZ-F, +4.2, BTFL	WGER-F, -1.8, BTFL
Ft. Lauderdale	WLYF-F, 7.7, BTFL	WFTL, +2.1, MOR	WLYF-F, -2.4, BTFL
Ft. Wayne	WOWO, 21.9, AC	WQHK, +6.2, Country	WEZV-F, -5.8, BTFL
Fresno	KKNU-F, 11.4, BTFL	KLIP, +2.3, Black	KFRE, -3.6, AC
Grand Rapids	WLAV-F, 14.1, AOR	WLAV-F, +5.0, AOR	WOOD, -5.7, MOR
Green Bay	WIXX-F, 20.4, Rock	WAPL-F, +2.4, AOR	WGEE, -4.6, Country
Greens-WS	WTQR-F, 16.6, Country	WTQR-F, +4.0, Country	WHPE-F, -1.9, Religion
			WKZL-F, -1.9, Rock
Greenville-NB	WQDW-F, 18.6, Black	WQDW-F, +4.8, Black	WSFL-F, -5.7, Rock
Greenville,SC	WANS-F, 12.4, Rock	WANS-F, +2.7, Rock	WASC, -2.7, Black
Harrisburg	WHP, 15.7, MOR	WTPA-F, +7.8, AOR	WRHY-F, -3.7, Big Band
Hartford	WTIC, 23.4, MOR	WKSS-F, +2.8, BTFL	WRCH-F, -3.8, BTFL
Honolulu	KIKI, 12.2, Rock	KDUK-F, +8.2, AOR	KSSK, -8.7, MOR
Houston	KMJQ-F, 13.2, Black	KMJQ-F, +8.1, Black	KRLY-F, -5.5, Rock
Huntington	WKEE-F, 24.3, Rock	WKEE-F, +4.4, Rock	WTCR, -5.5, Country
Huntsville	WZYP-F, 13.6, Rock	WRSA-F, +5.0, BTFL	WBHP, -3.9, Country
Indianapolis	WIBC, 15.6, MOR	WFBQ-F, +3.6, AOR	WIKS-F, -2.8, Rock
Jackson, MS	WJMI-F, 18.4, Black	WCCL, +5.4, Country	WSLI, -4.3, MOR
Jacksonville	WIVY-F, 14.3, Rock	WFYV-F, +5.8, AOR	WPDQ, -4.1, Black
John City-King-Br	WXBQ-F, 12.9, Country	WJSO, +1.8, Rock	WZAP, -1.8, Country
			WJCW, -1.8, Country
Johnstown	WJAC, 11.6, Country	WGLU-F, +5.2, Rock	WDVE-F, -4.5, AOR
Kalamazoo	WKFR-F, 12.9, Contemp	WNWN-F, +3.8, Country	WKMI, -5.3, Rock
Kansas City	WDAF, 13.8, Country	WDAF, +1.8, Country	KJLA, -2.7, Rock
			KSAS-F, -2.7, AOR
Knoxville	WIVK-F, 28.0, Country	WIVK-F, +8.3, Country	WEZK-F, -3.5, BTFL
Lafayette	KVOL, 21.3, Contemp	KTDY-F, +4.2, Rock	KVOL, -7.7, Contemp
Lakeland	WGTO, 12.8, Country	WPCV-F, +4.2, Country	WJYO-F, -5.8, BTFL
	WPCV-F, 12.8, Country		
Lancaster	WLAN-F, 16.3, Rock	WLAN-F, +9.7, Rock	WQXA-F, -6.0, Rock
Lansing	WITL-F, 12.4, Country	WJXQ-F, +10.0, AOR	WILS-F, -7.7, AOR
Las Vegas	KLUC-F, 9.9, Rock	KVOV, +5.4, Spanish	KMJJ, -4.8, AC
Lexington	WLAP-F, 12.4, Rock	WLAP-F, +7.2, Rock	WVLK, -8.8, MOR
Lincoln	KFMQ-F, 16.9, Rock	KFMQ-F, +5.3, Rock	KECK-F, -7.1, Country
Little Rock	KSSN-F, 22.0, Country	KMJX-F, +5.7, Rock	KLPQ-F, -4.6, Rock
Los Angeles	KABC, 8.5, Talk	KABC, +1.5, News	KLAC, -1.3, Country
Louisville	WAMZ-F, 10.6, Country	WRKA-F, +3.7, AC	WAKY, -4.8, AC
Lubbock	KLLL-F, 22.7, Country	KLLL-F, +12.7, Country	KTEZ-F, -4.6, BTFL
Lynchburg	WPVR-F, 14.5, BTFL	WGOL-F, +4.8, Rock	WJJS-F, -8.4, Black

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Macon	WMAZ-F, 16.4, Contemp	WDDO, +9.1, Black	WMAZ, -4.5, MOR
Madison	WTSO, 13.5, Country	WIBA-F, +6.2, AOR	WMAD-F, -3.7, AOR
Manchester	WGIR, 12.4, MOR	WCOZ-F, +3.1, AOR	WFEA, -2.5, Rock
McAllen-Browns	KGBT, 33.2, Spanish	KBOR, +4.6, Rock	KIWW-F, -2.2, Spanish
Medford	KTMT-F, 18.7, BTFL	KRMQ-F, +5.2, Country	KYJC, -4.6, Rock
Melb-Titus-Coc	WDIZ-F, 18.5, AOR	WDIZ-F, +8.5, AOR	WCKS-F, -4.5, Rock
Memphis	WMC, 11.8, Country	WMPS, +3.4, Country	WDIA, -3.4, Black
Miami	WRHC, 9.4, Spanish	WNWS, +3.2, News	WYOR-F, -2.0, BTFL
Milwaukee	WEZW-F, 11.4, BTFL	WQFM-F, +2.3, AOR	WTMJ, -4.3, MOR
		WMYX-F, +2.3, AC	
Minn-SP	WCCO, 20.2, MOR	KDWB-F, +3.5, AOR	KQRS-F+,-2.1, AOR
Mobile	WKSJ-F, 23.8, Country	WKSJ-F, +8.3, Country	WKRG-F, -4.2, Rock
Modesto	KBEE-F, 10.3, BTFL	KOSO-F, +2.6, Rock	KFIV, -3.0, Rock
Montgomery	WHHY, 19.6, Rock	WREZ-F, +2.3, BTFL	WXVI, -1.7, Black
Nashville	WKDF-F, 11.9, AOR	WKDF-F, +6.7, AOR	WJYN-F, -3.8, BTFL
Nassau-Suffolk	WNBC, 9.6, Contemp	WNBC, +2.0, Contemp	WCBS-F, -1.5, AC
New Haven	WELI, 18.4, MOR	WNHC, +3.8, Contemp	WKCI-F, -1.7, Contemp
			WPLR-F, -1.7, Contemp
New Orleans	WEZB-F, 10.3, Rock	WAIL-F, +4.7, Black	WSHO, -3.8, Big Band
New York	WBLS-F, 7.4, Black	WYNY-F, +1.2, AC	WMCA, - .9, Talk
Norfolk	WMYK-F, 10.1, AOR	WCMS-F, +1.6, Country	WFOG-F, -2.7, BTFL
NE PA	WKRZ-F, 10.5, Rock	WKRZ-F, +7.6, Rock	WARM, -3.1, MOR
Oklahoma City	KEBC-F, 12.8, Country	KOMA, +4.7, Country	KJYO-F, -2.5, BTFL
Omaha	KFAB, 23.5, MOR	KQKQ-F, +5.5, Rock	KFAB, -3.7, MOR
Orlando	WHOO, 11.9, Country	WHOO, +4.4, Country	WDBO-F, -3.9, BTFL
Pensacola	WOWW-F, 13.1, Country	WOWW-F, +2.7, Country	WTKX-F, -3.5, AOR
Peoria	WSWT-F, 15.4, BTFL	WWCT-F, +4.0, AOR	WKZW-F, -4.9, Rock
Philadelphia	KYW, 12.3, News	WIFI-F, +1.9, Rock	WUSL-F, -2.3, AC
Phoenix	KTAR, 9.2, News	KZZP-F+,+3.9, Rock	KJJJ, -2.3, Country
Pittsburgh	KDKA, 22.3, MOR	WDVE-F, +2.5, AOR	KDKA, -3.0, MOR
Portland, ME	WPOR-F, 15.7, Country	WPOR-F, +9.0, Country	WGAN-F, -5.7, BTFL
Portland, OR	KGON-F, 9.4, AOR	KLLB-F, +2.6, CONT	KMJK-F, -2.4, Rock
Providence	WPRO-F, 10.5, Rock	WPRO-F, +3.4, Rock	WPJB-F, -3.3, Rock
Pueblo	KIDN, 13.6, Country	KCCY-F, +7.1, Country	KDZA, -7.1, Rock
Raleigh	WRAL-F, 15.6, Contemp	WRAL-F, +3.1, Contemp	WPTF, -3.2, MOR
Reading	WEEU, 18.0, MOR	WEEU, +3.0, MOR	WWSH-F, -1.4, BTFL
Reno	KOZZ-F, 13.6, AOR	KNEV-F, +5.8, BTFL	KOLO, -3.8, MOR
Richland, WA	KONA, 15.1, MOR	KIOK-F, +8.9, Rock	KALE, -7.2, Contemp
Richmond	WRVA, 20.8, MOR	WPLZ-F, +7.8, Black	WKIE, -4.8, Black
Riverside-SB-Ont	KBIG-F, 6.5, BTFL	KNX-F, +1.6, Soft Rock	KMET-F, -3.3, AOR
Roanoke	WXLK-F, 22.6, Rock	WXLK-F, +7.3, Rock	WFIR, -5.3, MOR
Rochester	WEZO-F, 17.8, BTFL	WEZO-F, +5.0, BTFL	WHAM, -4.6, MOR
Rockford	WROK, 16.9, AC	WZOK-F, +4.3, Rock	WGN, -3.8, MOR
Sacramento	KZAP-F, 13.1, AOR	KSFM-F, +2.8, Rock	KEWT-F, -4.3, BTFL
Saginaw	WSGW, 16.7, MOR	WSGW, +2.2, MOR	WIOG-F, -1.8, Rock
			WKCQ-F, -1.8, Country
St. Louis	KMOX, 23.6, News/Talk	KMJM-F, +3.1, Urban	WWWK-F, -1.8, AOR
Salinas-Seaside	KDON-F, 17.1, Rock	KDON-F, +5.7, Rock	KGO, -2.8, News/Talk
Salt Lake City	KSL, 11.1, MOR	KSFI-F, +3.2, BTFL	KALL-F, -4.1, Contemp
San Antonio	KTSA, 11.6, Rock	KTSA, +2.5, Rock	KEDA, -3.3, Spanish
San Diego	KJQY-F, 9.0, BTFL	XHRM-F, +3.4, Rock	KITT-F, -2.3, Rock
San Francisco	KGO, 9.4, News/Talk	KSFO, +1.8, MOR	KFOG-F, -2.5, BTFL
San Jose	KOME-F, 7.6, AOR	KOME-F, +2.6, AOR	KYUU-F, -1.2, AC

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Sarasota	WDUV-F, 15.3, BTFL	WWBA-F, +3.3, BTFL	WYNF-F, -2.9, Rock
Savannah	WEAS-F, 17.7, Black	WEAS-F, +5.7, Black	WEAS, -7.5, Gospel
Seattle-Tacoma	KISW-F, 8.6, AOR	KISW-F, +2.9, AOR	KZAM-F, -1.8, Rock
Shreveport	KOKA, 15.8, Black	KDKS, +6.9, Rock	KEEL, -4.7, Rock
Sioux Falls	KSOO, 19.7, MOR	KXRB, +6.1, Country	KKRC, -2.0, Rock
South Bend	WNDU-F, 23.5, Rock	WNDU-F, +5.7, Rock	WRBR-F, -4.8, Contemp
Spokane	KJRB, 12.9, Rock	KREM-F, +3.8, AOR	KEZE-F, -3.4, BTFL
	KREM-F, 12.9, AOR		
Springfield, MA	WHYN-F, 13.9, BTFL	WMAS-F, +3.6, Contemp	WAQY-F, -2.7, Rock
Springfield, MO	KWTO-F, 23.0, Rock	KBUG, +3.5, Big Band	KWTO, -6.7, Country
Steubenville	WRKY-F, 13.5, Rock	WDVE-F, +3.7, AOR	WWSW-F, -3.6, Contemp
Stockton	KRAK, 12.2, Country	KSTN-F, +5.1, Spanish	KNBR, -2.6, MOR
Syracuse	WSYR, 14.6, MOR	WFBL, +4.1, Big Band	WNTQ-F, -2.9, BTFL
Tallahassee	WGLF-F, 16.5, Rock	WOWD-F, +9.0, AOR	WBGM-F, -9.7, Rock
Tampa-St. Pete	WWBA-F, 10.5, BTFL	WQYK-F, +3.1, Country	WWLF, -2.6, BTFL
Terre Haute	WTHI-F, 15.5, BTFL	WBDJ-F+,+8.3, Rock	WTHI, -9.1, Country
Toledo	WIOT-F, 14.2, AOR	WJR, +2.4, MOR	WXEZ-F, -5.4, Rock
		WMHE-F, +2.4, Rock	
Topeka	KTPK-F, 16.3, Country	WIBW-F, +4.0, Rock	KTOP, -3.8, Oldies
Tucson	KJYK-F, 12.7, BTFL	KNDE-F, +4.8, Country	KWFM-F, -4.0, AOR
Tulsa	KVOO, 17.2, Country	KMYO-F, +2.4, Country	KMOD-F, -3.5, Rock
Utica	WIBX, 13.8, MOR	WIBX, +2.9, MOR	WNTQ-F, -3.3, BTFL
WACO	WACO, 20.2, Country	KHOO-F, +4.5, Rock	KRZI, -5.7, Rock
Washington	WMAL, 8.6, MOR	WWDC-F, +3.0, AOR	WMAL, -1.7, MOR
Waterloo-CF	KWLO, 29.3, Contemp	KLEU, +1.8, Big Band	KXEL, -4.1, Country
West Palm Beach	WEAT-F, 14.9, BTFL	WRMF-F, +4.9, Soft	WIRK-F, -4.7, Country
Wheeling	WWVA, 22.6, Country	WANJ-F, +6.5, BTFL	WWVA, -4.5, Country
Wichita	KEYN-F, 14.5, Rock	KEYN-F, +4.5, Rock	KKRD-F, -3.6, AC
Wilmington,DE	WSTW-F, 13.6, Rock	WMMR-F, +4.8, AOR	WNRK, -2.0, MOR
Wilmington,NC	WAAV-F, 17.5, BTFL	WAAV-F, +7.2, BTFL	WMFD, -6.1, AC
Worcester	WSRS-F, 15.2, BTFL	WNEB, +2.9, Big Band	WTAG, -4.3, MOR
Yakima	KUTI, 25.2, Country	KUTI, +5.7, Country	KIT, -3.7, MOR
York	WQXA-F, 11.6, Rock	WRKZ-F, +5.8, Rock	WYCR-F, -2.1, Rock
			WSBA-F, -2.1, BTFL
Youngstown	WKBN-F, 11.7, BTFL	WQXK-F, +3.7, Country	WKBN-F, -3.8, BTFL

Below is a breakout of how many stations in each format group led the market in overall 12+ share, share gains and share losses. 1980 tables are also shown

	SHARE LEADERS		SHARE GAINERS		SHARE LOSERS	
	1981	1980	1981	1980	1981	1980
ROCK/AOR/CONTEMP	62.5	46.5	88.5	90	59	40.5
MOR/AC	29.5	45	13.5	17	37.5	26
BTFL MUSIC	29	34.5	11.5	15.5	29.5	22.5
COUNTRY	34	29	33	31	20.5	23.5
BLACK/URBAN	7	12	13	13.5	11	9.5
NEWS/TALK	5	6	3	2	3	5
OTHERS	2	2	7.5	5	9.5	10

SECTION B

ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "difinitions" pages the regular Arbitron market reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATION AND EXPLANATIONS

NOTE: Please read these pages carefully. It will increase your understanding of the Individual Market Reports if you are familiar with the methodology used.

The best way to explain the Individual Market Reports is to take one market and go through the report step-by-step. We will use the Milwaukee report for Spring 1981.

Market # 27; ADI # 28
Revenue Rank # 25
Income Rank # 19
APR 17.1
SMSA Pop: 1,408,100
CSI: 12.3 Bil (# 25)

Milwaukee is the 27th largest market in the nation. This is based on market rankings listed in SRDS and generally coincides with the government's Standard Metropolitan Statistical Area (SMSA). The SMSA population figures are for total persons. In some instances (Seattle-Tacoma, Norfolk, New England markets) I had to make my own estimates to adjust to the Arbtiron Metro.

The Revenue and Income rankings are based on FCC data for 1979 which is the latest available as of September, 1981. The rankings are based on the income and revenue for all stations in each market.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ Metro population which is using radio from 6AM-Midnight, Mon-Sun (the Braoadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures. Milwaukee's 17.1 APR is quite high; the mean APR for all rated markets is about 15.9

CSI stands for Consumer Spendable Income. In 1980 the people of Milwaukee had about 12.3 billion dollare (this figure is always in billions) to spend after taxes were deducted. This ranks Milwaukee 25th in the nation.

Revenue : $18,082,883
Income : $ 2,331,151
% Rev Gain: -1.2
Stations: 29/32
Diaries: 1374/1025:1
CSI HH: 24.5 M (# 33)

In 1979 the stations of Milwaukee grossed about $18,000,000 after commissions paid to agencies. Total pre-tax income was over 2.3 million. Revenue decreased by 1.2% when compared with the previous year.

There were 29 stations listed in the Milwaukee rating book. The next figure (32) is the number of Milwaukee metro stations which reported their revenue figures to the FCC. Only rarely are these numbers the same because of outside stations whose audience in the market qualifies them for listing in the rating book. Also some stations home to the Milwaukee metro may not have an audience large enough to qualify them for a listing in the rating book.

1374 usuable diaries were returned from the Milwaukee metro. There was one diary for each 1025 citizens.

CSI HH means Consumer Spendable Income per household. The Milwaukee figure is $24,500 which ranks Milwaukee 33rd in the nation.

National Rev: $3,888,627
Nat Rev per Cap: $2.74
Tot Rev per Cap: $12.75
Tot Inc per Cap: $1.64
Profit Margin: 12.9%
Retail $: 5.9 Bil (# 31)

The Milwaukee stations received about $3.9 million dollars in national and regional revenue during 1979. This works out to $2.74 per capita. Total income per capita and total revenue per capita were calculated by dividing the respaective dollar figures by the metro population. The resulting figures allow me to compare the profitability of markets which differ greatly in size.

The profit margin is calculated by dividing the market's income by total revenue.

Total retail dollars spent in 1980 are estimated at 5.9 billion dollars. This ranks Milwaukee # 31 in the U.S.

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WEZW-F	252/11.4	11.8	12.0	10.3	12.5

12+ TSA 1/4	
1. WTMJ	284

12+ TSA CUME/MSA CUME RAT	
1. WISN	4934/33.2

All of the figures in this section are based on the Broadcast Week (Mon-Sun, 6AM-Midnight). The audience figures are in hundreds. The ratings and shares are of course percentages.

WEZW-F has 25,200 listeners per quarter hour in the metro. This represents an 11.4% share during Spring 1981. WTMJ leads the Total Survey Area with an average of 28,400 12+ listeners perquarter hour. WISN leads the Milwaukee TSA in weekly cume with an estimated 493,400 listeners. 33.2% of the 12+ population of the Milwaukee metro are estimated to be listening to WISN for five minutes or more during a given week.

If a station is simulcasting this symbol (+) will appear next to the call letters everywhere the station is listed. Whether I labeled the simulcasting station as AM or FM depended upon which received the greatest amount of listenership.

12+ FM SHARE (METRO): 58.61% (1222 of 2085) (A/M 80: 54.82%)

These figures show how well FM radio is doing in the market-at least as far as listening levels are concerned. To calculate these figures I simply added up th Mon-Sun, 6AM-Mid, quarter hour numbers of all listed stations and divided it into the total numbers for FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount of listening is small and it shoul not significantly affect the percentages.

The sic tables directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-54, 35-64 and 12+ TSA morning drive. The rankings are based on 1/4 HR AVG, Broadcast Week. All are Metro with the exception of AMD. The number of stations listed depends upon the size of the market. In some cases fewer stations were listed than there was room for. This was done where there was a huge difference between the listed stations and the next ranking station. My agreement with Arbitron does not allow me to publish actual numbers. Ties for the last position were generally broken by considering the station with the largest cume audience.

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	132 (2)	538 (5)	670 (7)	32.1

This table is based on the Broadcast Week, 1/4 HR AVG, 12+ Metro. The table includes every format in the market and every station in the Metro. In Milwaukee 13,200 people are listening to the two AM stations programming the format. 32.1% of radio listening is to stations programming various types of rock or contemporary formats.

MILWAUKEE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WTMJ	1. WISN	1. WLUM-F	WAWA	1590	West Allis	.6

For those markets with an ADI section the above tables are included. The ADI rankings are based on Mon-Sun, 6A-MID. The exclusive cume rankings show the stations which have the greatest number of 12+ listeners who listen only to that station during an entire week. This is based on the Metro Survey Area.

The "Other Rated Stations" column shows the frequency and 12+ Metro share for all stations which are not listed in the 12+ Metro 1/4/SHARE table. This listing will also be found in the Individual Market Reports which do not have an ADI section.

WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR   ABC-I, $92.50 (Katz)   Hearst

WISN has a frequency of 1130. The station has a daytime power authorization of 50,000 watts. The nightime authorization is 10,000 watts with a directional signal. The directionality is listed as follows:

DA - directional daytimer
DA-N - directional at night
DA-1 - directional day and night - 1 pattern
DA-2 - directional day and night - 2 patterns

WINS programs an Adult Contemporary/MOR format. Its network affiliation is ABC Information. The network listing is based on information in the Arbitron report. WISN is represented nationally by Katz. The station is owned by Hearst, a group owner.

The spot rate is based upon an 18 spot per week schedule with equal distribution in AMD, PMD MID and EVE. TAP plans were used only if the spots could be equally distributed. In many cases the rate listed does not appear on the station's rate card. This is because I calculated an average rate for the four dayparts.

Calculating a rate is becoming very difficult because so many stations have withdrawn their rates from SRDS. Often I had to make an estimate based on a past rate projected to the present.

The FM description differs from AM in that the Height Above Average Terrain (HAAT) is listed. Syndicators and/or consultants are listed immediately following the format.

Some markets would not fit on one page. The information for these markets can be found on the continuation pages which follow the Youngstown market report.

AKRON

Market # 61	Revenue : $7,162,395	National Rev: $1,605,761
Revenue Rank # 65	Income : $ 645,940	Nat Rev per Cap: $2.45
Income Rank # 64	% Rev Gain: +6.5	Tot Rev per Cap: $10.92
APR 16.3	Stations: 29/8	Tot Inc per Cap: $ .99
SMSA Pop: 653,900	Diaries: 908/720:1	Profit Margin: 9.0%
CSI: 5.2 Bil (# 63)	CSI HH: 22.6 M (# 92)	Retail $: 2.8 Bil (# 64)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WMMS-F	112/12.7	12.5	~~12.3~~	11.4	10.3
2. WAKR	94/10.7	13.7	14.9	14.5	14.3
3. WGCL-F	71/ 8.1	6.3	5.7	5.2	2.9
4. WSLR	61/ 6.9	5.7	5.6	6.5	8.7
5. WAEZ-F	60/ 6.8	7.4	5.9	6.5	5.2
6. WZZP-F	46/ 5.2	5.2	4.6	5.3	4.7
7. WGAR	37/ 4.2	4.0	4.8	5.5	7.5
8. WWWM-F	36/ 4.1	4.7	2.8	4.2	5.3
9. WDOK-F	32/ 3.6	3.5	3.6	2.6	1.3
10. WCUE	31/ 3.5	.6	1.9	.7	2.1

12+ TSA 1/4	
1. WMMS-F	170
2. WGCL-F	116
3. WAKR	112
4. WSLR	90
5. WDBN-F	71
WGAR	71
7. WAEZ-F	68
8. WZZP-F	56
9. WWWM-F	54
10. WWWE	51

12+ TSA CUME/MSA CUME RAT	
1. WMMS-F	2245/23.6
2. WAKR	1968/29.0
3. WGCL-F	1628/19.1
4. WGAR	1598/15.0
5. WSLR	1275/14.9
6. WWWE	1078/ 9.0
7. WZZP-F	1055/13.7
8. WWWM-F	1036/11.4
9. WDBN-F	957/ 6.9
10. WAEZ-F	884/12.7

12+ FM SHARE (METRO): 64.81% (534 of 824) (A/M 80: 59.97%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WAKR	1. WAKR	1. WAKR
2. WMMS-F	2. WZZP-F	2. WZZP-F	2. WAEZ-F	2. WAEZ-F	2. WMMS-F
	3. WGCL-F	3. WGCL-F	WSLR	3. WSLR	3. WSLR
	4. WWWM-F	4. WAEZ-F	4. WMMS-F	4. WCUE	4. WGCL-F

OTHER RATED STATIONS/METRO SHARE

WHLO	640		1.6
WKDD-F	96.5		2.4
WNIR-F	100.1	Kent	3.0
WCLV-F	95.5	Cleveland	1.5
WDBN-F	94.9	Medina	2.0
WDJQ-F	92.5	Alliance	.6
WDMT-F	107.9	Cleveland	2.3
WERE	1300	Cleveland	.3
WHK	1420	Cleveland	1.8
WJW	850	Cleveland	1.0
WKSW-F	99.5	Cleveland	1.2
WLYT-F	92.3	Cleveland	.6
WOOS-F	106.9	Canton	.6
WQAL-F	104.1	Cleveland	2.6
WQXK-F	105.1	Salem	.3
WTOF-F	98.1	Canton	1.0
WWWE	1100	Cleveland	3.0
WYFM-F	102.9	Sharon	.7
WZAK-F	93.1	Cleveland	1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		333 (10)	333 (10)	40.4
MOR/AC	166 (4)		166 (4)	20.1
BTFL MUSIC		133 (4)	133 (4)	16.1
COUNTRY	77 (2)	14 (2)	91 (4)	11.0
BLACK/URBAN		32 (2)	32 (2)	3.9
BIG BAND	31 (1)		31 (1)	3.8
NEWS/TALK	17 (2)		17 (2)	2.1
CLASSICAL		13 (1)	13 (1)	1.6
RELIGION		9 (1)	9 (1)	1.1
			824 (29)	

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N) , MOR , $50.00 (Mc-Guild) Group One
WCUE, 1150, 1 KW/500 W (DA-2), BIG BAND/NOST (Al Ham) ABC-I, $? ? (Howard)
WSLR, 1350, 5 KW (DA-1) , COUNTRY ABC-E, $37.50 (Katz) Welcome

WAEZ-F, 97.5, 50 KW @ 500, BTFL MUS (Schulke) , $28.13 (Mc-Guild) Group One
WDJQ-F, 92.5, 18 KW @ 500, ROCK (TM) ABC-I, $12.00 (----) (ALLIANCE)

TV STATION WAKR Akron 23 ABC, Group One

NEWSPAPER Akron Beacon Journal E 161,747

ALBANY-SCHENECTADY-TROY

Market # 53; ADI # 49
Revenue Rank # 53
Income Rank # 49
APR 17.1
SMSA Pop: 793,000
CSI: 6.5 Bil (# 48)

Revenue : $8,842,361
Income : $ 825,654
% Rev Gain: +4.7
Stations: 23/21
Diaries: 1003/791:1
CSI HH: 22.2 M (# 108)

National Rev: $2,176,133
Nat Rev per Cap: $2.76
Tot Rev per Cap: $11.23
Tot Inc per Cap: $1.05
Profit Margin: 9.3%
Retail $: 3.5 Bil (# 52)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WGY	187/16.4	16.7	19.6	17.9	18.2
2. WPYX-F	122/10.7	6.2	5.2	5.9	4.1
3. WROW	94/ 8.3	10.2	9.7	11.1	12.8
WTRY	94/ 8.3	8.4	6.8	7.4	10.3
5. WROW-F	84/ 7.4	10.0	7.1	4.7	2.8
6. WFLY-F	72/ 6.3	7.1	10.2	8.4	7.0
7. WQBK	70/ 6.2	6.2	5.9	8.9	6.7
8. WGNA-F	60/ 5.3	4.3	4.7	4.1	2.4
9. WWOM-F	51/ 4.5	3.9	3.1	2.5	2.0
10. WPTR	41/ 3.6	3.1	4.9	5.2	5.1
WGFM-F	41/ 3.6	3.8	4.1	4.8	5.1
12. WQBK-F	32/ 2.8	2.4	4.7	3.3	4.5

12+ TSA 1/4	
1. WGY	284
2. WPYX-F	176
3. WGNA-F	127
4. WROW-F	120
5. WFLY-F	119
6. WROW	113
7. WTRY	111
8. WQBK	73
9. WGFM-F	63
10. WWOM-F	53
11. WPTR	52
12. WQBK-F	38

12+ TSA CUME/MSA CUME RAT	
1. WGY	4152/38.6
2. WTRY	2223/26.4
3. WROW	1953/21.7
4. WFLY-F	1926/18.4
5. WPYX-F	1913/18.4
6. WROW-F	1421/15.5
7. WGFM-F	1292/12.2
8. WGNA-F	1246/ 8.7
9. WPTR	1055/12.5
10. WWOM-F	857/11.6
11. WQBK-F	629/ 7.4
12. WQBK	618/ 8.5

12+ FM SHARE (METRO): 47.06% (505 of 1073) (A/M 80: 44.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFLY-F	1. WPYX-F	1. WPYX-F	1. WGY	1. WGY	1. WGY
WPYX-F	2. WTRY	2. WGY	2. WTRY	2. WROW	2. WROW
3. WTRY	3. WGY	3. WTRY	3. WROW	3. WROW-F	3. WTRY
	4. WFLY-F	4. WFLY-F	4. WROW-F	4. WGNA-F	4. WPYX-F
					WGNA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	94 (1)	324 (6)	418 (7)	39.0
MOR/AC	262 (5)		262 (5)	24.4
BTFL MUSIC	94 (1)	115 (3)	209 (4)	19.5
COUNTRY	27 (1)	60 (1)	87 (2)	8.1
NEWS/TALK	70 (1)		70 (1)	6.5
RELIGION	10 (2)	6 (1)	16 (3)	1.5
UNKNOWN	11 (1)		11 (1)	1.0
			1073 (23)	

A-S-T ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WGY	1. WGY	1. WGY
2. WPYX-F	2. WTRY	2. WPYX-F
3. WGNA-F	3. WROW	3. WROW
4. WFLY-F	4. WFLY-F	4. WTRY
5. WROW-F	5. WPYX-F	5. WGNA-F
6. WROW	6. WROW-F	6. WROW-F
7. WTRY	7. WGFM-F	7. WFLY-F
8. WQBK	8. WGNA-F	8. WPTR
9. WGFM-F	9. WPTR	9. WQBK-F
10. WWOM-F	10. WWOM-F	10. WOKO
11. WPTR	11. WQBK-F	
12. WQBK-F	12. WQBK	
13. WOKO	13. WOKO	
14. WUHN	14. WBEC	
15. WBEC	15. WWSC	

OTHER RATED STATIONS/METRO SHARE

WABY	1400		.5
WASM-F	102.3	Saratoga Spgs	.9
WCSS	1490	Amsterdam	1.1
WHAZ	1330		.4
WHRL-F	103.1		1.8
WKAJ	900	Sarasota Spgs	1.1
WOKO	1460		2.4
WWWD	1240		1.0
WMYL	930	Johnstown	.8
WJIV-F	101.9	Cherry Valley	.5
WRCK-F	107.3	Utica	.5

ADI FM SHARE: 47.75% (786 of 1646) (A/M 80: 45.70%)

AM STATIONS

WGY	810	50 KW	MOR	NBC	$95.00	(Christal)	GE
WPTR	1540	50 KW (DA-1)	AC	ABC-I	$44.80	(Eastman)	Rust
WQBK	1300	5 KW (DA,DAYS)	TALK	ABC-E	$24.50	(Howard)	
WROW	590	5 KW/1 KW (DA-2)	BTFL/MOR	CBS	$65.00	(Blair)	Capital Cities
WTRY	980	5 KW (DA-N)	ROCK	MBS	$42.50	(Mc-Guild)	Great Scott
WUHN	1110	1 KW (DAYS)	BIG BAND/NOST (Al Ham)	ABC-I	$17.00	(Savalli)	(PITTSFIELD)
WBEC	1420	1 KW (DA-N)	AC		$16.00	(Kattell)	(PITTSFIELD)
WWSC	1450	1 KW/250 W	MOR	ABC-E	$14.50	(Pates)	(GLENS FALLS)

FM STATIONS

WFLY-F	92.3	13 KW @ 850	ROCK	ABC-C	$48.00	(Eastman)	Rust
WGFM-F	99.5	10 KW @ 930	ROCK	Source	$33.75	(Christal)	GE
WGNA-F	107.7	9 KW @ 980	COUNTRY		$27.25	(Torbet)	
WPYX-F	106.5	12 KW @ 910	AOR (Burk-Abr)	MBS	$42.50	(Mc-Guild)	Great Scott
WQBK-F	103.9	3 KW @ 300	AOR	ABC-F	$24.50	(Howard)	
WROW-F	95.5	9 KW @ 960	BTFL MUS (Schulke)		$65.00	(Blair)	Capital Cities
WWOM-F	100.9	3 KW @ 360	CONTEMP	RKO	$31.25	(Roslin)	

TV STATIONS

WAST	Albany	13	NBC, Viacom
WRGB	Schenectady	6	CBS, General Electric
WTEN	Albany	10	ABC, Poole

NEWSPAPERS

Schenectady Gazette	M	69,994
Troy Times Record	E	45,599, Harvitz
Albany Times-Union	M	82,207, Hearst
Albany Knickerbocker	E	51,780, Hearst

ALBUQUERQUE

Market # 92
Revenue Rank # 64
Income Rank # 240
APR 16.0
SMSA Pop: 448,100
CSI: 3.2 Bil (# 95)

Revenue : $7,170,289
Income : $ -412,806
% Rev Gain: +20.2
Stations: 19/17
Diaries: 758/591:1
CSI HH: 19.9 M (# 221)

National Rev: $1,959,138
Nat Rev per Cap: $4.66
Tot Rev per Cap: $17.05
Tot Inc per Cap: $-.99
Profit Margin: ---
Retail $: 2.0 Bil (# 89)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KKJY-F	70/11.9	15.2	12.7	10.4	6.6
2. KWXL-F	56/ 9.5	5.7	4.7	2.8	4.2
3. KOB	54/ 9.2	8.8	10.4	11.8	11.2
4. KFMG-F	47/ 8.0	9.7	8.3	9.5	4.4
5. KRST-F	44/ 7.5	5.4	4.5	6.9	7.3
KZZX-F	44/ 7.5	5.6	5.6	4.5	6.2
7. KABQ	32/ 5.4	6.1	4.3	7.6	6.0
8. KQEO	30/ 5.1	6.5	3.6	4.7	4.0
9. KRZY	28/ 4.7	4.8	7.9	7.3	8.1
10. KZIA	25/ 4.2	4.1	5.0	6.7	7.1

12+ TSA 1/4	
1. KKJY-F	97
2. KOB	93
3. KWXL-F	86
4. KFMG-F	74
5. KRST-F	71
6. KZZX-F	63
7. KOB-F	39
8. KRZY	33
9. KABQ	32
10. KQEO	31

12+ TSA CUME/MSA CUME RAT	
1. KOB	1737/24.6
2. KFMG-F	1168/20.5
3. KZZX-F	1120/21.1
4. KKJY-F	1081/19.8
5. KRST-F	1003/16.0
6. KWXL-F	948/16.8
7. KOB-F	699/11.4
8. KQEO	672/17.4
9. KRZY	600/13.3
10. KRKE	598/ 9.9

12+ FM SHARE (METRO): 56.04% (297 of 530) (A/M 80: 49.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFMG-F	1. KWXL-F	1. KWXL-F	1. KOB	1. KKJY-F	1. KOB
KWXL-F	2. KZZX-F	2. KRST-F	2. KKJY-F	2. KOB	2. KKJY-F
3. KZZX-F	3. KFMG-F	3. KOB	3. KRST-F	3. KRST-F	3. KRST-F
4. KAMX	4. KRST-F	4. KZZX-F	4. KQEO	4. KRZY	KZZX-F

OTHER RATED STATIONS/METRO SHARE

KAMX	1520	3.9	KDAZ	730	1.0	KDRM	1150	.8
KHFM-F	96.3	2.2	KKIM	1000	1.5	KOB-F	93.3	3.9
KRKE	610	2.5	KXKS	1190	.5	KNMX	540 Las Vegas,NM	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	147 (3)	200 (5)	37.7
COUNTRY	43 (2)	44 (1)	87 (3)	16.4
BTFL MUSIC	8 (2)	70 (1)	78 (3)	14.7
MOR/AC	54 (1)	23 (1)	77 (2)	14.5
SPANISH	35 (2)		35 (2)	6.6
NEWS/TALK	25 (1)		25 (1)	4.7
RELIGION	15 (2)		15 (2)	2.8
CLASSICAL		13 (1)	13 (1)	2.5
			530 (19)	

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-N), SPANISH , $29.50 (Eastman)
KAMX, 1520, 1 KW (DAYS) , ROCK , $20.00 (Howard)
KOB , 770, 50 KW (DA-N) , MOR NBC, $46.25 (Mc-Guild) Hubbard
KQEO, 920, 1 KW/500 W (DA-N), OLDIES ABC-C, $22.50 (Selcom) Sunbelt
KRKE, 610, 5 KW (DA-N) , COUNTRY (Burk-Abr) ABC-E, $31.00 (Katz) Peoria Jrnl Star
KRZY, 1450, 1 KW , COUNTRY CBS, $19.00 (Torbet)
KZIA, 1580, 10 KW (DAYS) , NEWS/TALK ABC-E,ABC-I, $24.25 (Masla)

KFMG-F, 107.9, 22 KW @ 4164, ROCK , $28.00 (Howard)
KKJY-F, 100.3, 23 KW @ 4107, BTFL MUS (Schulke) , $37.25 (MMR) Broadcast Assoc
KOB-F , 93.3, 22 KW @ 4150, AC MBS, $25.00 (Mc-Guild) Hubbard
KRST-F, 92.3, 22 KW @ 4110, COUNTRY , $30.00 (Torbet)
KWXL-F, 94.1, 23 KW @ 4130, AOR (Burk-Abr) ABC-F, $36.00 (Katz) Peoria Jrnl Star
KZZX-F, 99.5, 22 KW @ 4134, ROCK RKO, $34.00 (Selcom) Sunbelt

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ALLENTOWN-BETH-EASTON

Market # 65
Revenue Rank # 77
Income Rank # 42
APR 18.4
SMSA Pop: 641,800
CSI: 5.2 Bil (# 60)

Revenue : $6,191,258
Income : $1,087,022
% Rev Gain: +14.1
Stations: 35/16
Diaries: 1011/635:1
CSI HH: 22.0 M (# 119)

National Rev: $633,168
Nat Rev per Cap: $1.00
Tot Rev per Cap: $9.82
Tot Inc per Cap: $1.72
Profit Margin: 17.6%
Retail $: 2.7 Bil (# 68)

12+ METRO 1/4/SHARE		FAL 80	A/M 80	O/N 79	A/M 79
1. WLEV-F	132/13.2	7.7	11.7	7.0	9.9
2. WZZO-F	101/10.1	8.5	8.1	12.4	8.5
3. WXKW-F	99/ 9.9	10.8	9.1	10.8	9.0
4. WQQQ-F	88/ 8.8	10.5	12.5	12.1	8.1
5. WAEB	86/ 8.6	9.1	9.8	8.2	8.2
6. WFMZ-F	76/ 7.6	10.8	7.7	4.8	3.9
7. WEST	36/ 3.6	5.4	4.6	4.5	8.4
8. WSAN	34/ 3.4	2.4	.6	2.7	3.7
9. KYW	31/ 3.1	3.6	4.6	3.4	3.3
10. WKAP	30/ 3.0	3.6	3.0	2.7	6.1

12+ TSA 1/4	
1. WLEV-F	148
2. WXKW-F	143
3. WZZO-F	129
4. WQQQ-F	103
5. WAEB	88
6. WFMZ-F	83
7. KYW	41
8. WEST	36
9. WSAN	34
10. WKAP	30

12+ TSA CUME/MSA CUME RAT	
1. WLEV-F	1763/28.1
2. WZZO-F	1580/21.8
3. WAEB	1481/26.0
4. WXKW-F	1415/18.7
5. WQQQ-F	1241/18.3
6. KYW	969/13.2
7. WFMZ-F	960/15.3
8. WSAN	712/13.1
9. WKAP	601/11.1
10. WIFI-F	579/ 5.9

12+ FM SHARE (METRO): 65.45% (610 of 932) (A/M 80: 59.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WXKW-F	1. WXKW-F
2. WLEV-F	2. WZZO-F	2. WXKW-F	2. WXKW-F	2. WQQQ-F	2. WLEV-F
3. WAEB	3. WAEB	3. WZZO-F	3. WAEB	3. WLEV-F	3. WAEB
4. WYSP-F	4. WXKW-F	4. WAEB	4. WQQQ-F	4. WFMZ-F	4. WZZO-F

OTHER RATED STATIONS/METRO SHARE

WCRV	1580	Washington, NJ	.8
WEEX	1230		2.8
WGPA	1100		.8
WHOL	1600		.6
WLSH	1410	Lansford	.5
WRNJ	1000	Hackettstown, NJ	.3
WYNS	1150	Lehighton	.5
WABC	770	New York	1.1
WBYO-F	107.5	Boyertown	.5
WCAU	1210	Philadelphia	.3
WEAZ-F	101.1	Philadelphia	1.1
WFLN-F	95.7	Philadelphia	1.4
WIFI-F	92.5	Philadelphia	1.5
WIOQ-F	102.1	Philadelphia	.5
WIP	610	Philadelphia	.4
WMGK-F	102.9	Philadelphia	.5
WMMR	93.3	Philadelphia	.6
WNBC	660	New York	.7
WOR	710	New York	1.7
WRFY-F	102.5	Reading	.6
WUSL-F	98.9	Philadelphia	.4
WWDB-F	96.5	Philadelphia	.5
WWSH-F	106.1	Philadelphia	1.8
WYSP-F	94.1	Philadelphia	1.0
WZTA-F	105.5	Tamaqua	1.0

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	104 (3)	275 (7)	379 (10)	40.7
BTFL MUSIC		193 (4)	193 (4)	20.7
MOR/AC	117 (8)	9 (2)	126 (10)	13.5
COUNTRY	14 (2)	99 (1)	113 (3)	12.1
NEWS/TALK	51 (3)	5 (1)	56 (4)	6.0
BIG BAND	36 (1)		36 (1)	3.9
CLASSICAL		14 (1)	14 (1)	1.5
UNKNOWN		10 (1)	10 (1)	1.1
RELIGION		5 (1)	5 (1)	0.5
			932 (35)	

RADIO STATIONS

WAEB, 790, 1 KW (DA-2) , CONTEMP/AC , $40.60 (Eastman) Rust
WEEX, 1230, 1 KW/250 W , MOR/AC ABC-C, $20.80 (Torbet)
WEST, 1400, 1 KW/250 W , BIG BAND (Drake-Chen) CBS, $45.00 (Katz) Sound Communi
WKAP, 1320, 5 KW/1 KW (DA-2) , CONTEMP/AC ABC-I, $18.00 (Buckley) Gulf/Rahall
WSAN, 1470, 5 KW/500 W (DA-1) , MOR NBC, $11.00 (----)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

ALTOONA

Market # 137	Revenue : $2,192,933	National Rev: $314,466
Revenue Rank # 182	Income : $ 116,890	Nat Rev per Cap: $2.30
Income Rank # 144	% Rev Gain: -9.5	Tot Rev per Cap: $16.01
APR 14.2	Stations: 15/9	Tot Inc per Cap: $ .85
SMSA Pop: 137,000	Diaries: 589/233:1	Profit Margin: 5.3%
CSI: .9 Bil (# 241)	CSI HH: 17.4 M (# 308)	Retail $: .6 Bil (# 230)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WFBG	50/30.7	27.0	22.2	1. WFBG	78	1. WFBG	991/50.3
2. WVAM	26/16.0	17.0	20.4	2. WFBG-F	54	2. WFBG-F	824/23.6
3. WRTA	23/14.1	14.5	10.8	3. WJAC	37	3. WJAC	577/ 2.2
4. WFBG-F	20/12.3	8.8	18.6	4. WJAC-F	36	4. WJAC-F	529/ 4.4
5. WPRR-F	12/ 7.4	8.8	9.6	5. WGMR-F	31	5. WRTA	441/32.6
6. WKMC	7/ 4.3	7.5	6.0	6. WVAM	30	6. WVAM	433/29.8
7. WHPA-F	5/ 3.1	5.0	2.4	7. WRTA	27	7. WGMR-F	401/ 4.5
8. WTRN	3/ 1.8	.6	2.4	8. WPRR-F	20	8. WPRR-F	385/22.2
9. WJAC-F	2/ 1.2	.6	3.0	9. WKMC	12	9. WDVE-F	295/ 2.9
WJOI-F	2/ 1.2	1.3	1.2	10. WDVE-F	10	10. WKMC	194/10.6

12+ FM SHARE (METRO): 29.94% (47 of 157) (A/M 80: 30.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG
	2. WVAM	2. WVAM	2. WVAM	2. WVAM	2. WFBG-F
	3. WPRR-F	3. WPRR-F	3. WRTA	3. WRTA	3. WJAC

OTHER RATED STATIONS/METRO SHARE

WJSM-F	92.7	Martinsburg	.6	WJAC	850	Johnstown	.6
WGMR-F	101.1	Tyrone	.8	WPNT-F	92.9	Pittsburgh	1.2
WDVE-F	102.5	Pittsburgh	1.2				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	16 (3)	69 (5)	43.9
COUNTRY	34 (3)	1 (1)	35 (4)	22.3
BTFL MUSIC		29 (4)	29 (4)	18.5
MOR/AC	23 (1)		23 (1)	14.6
RELIGION		1 (1)	1 (1)	0.6
			157 (15)	

RADIO STATIONS

WFBG, 1290, 5 KW/1 KW (DA-N), ROCK ABC-C,RKO, $29.20 (Blair) Gilcom
WKMC, 1370, 5 KW (DAYS,DA) , COUNTRY NBC, $10.00 (Pates) (ROARING SPRING
WRTA, 1240, 1 KW/250 W , MOR ABC-I, $16.00 (PRO)
WTRN, 1340, 1 KW/250 W , CONTEMP MBS, $ 4.22 (Dome) (TYRONE)
WVAM, 1430, 5 KW/1 KW (DA-2), COUNTRY , $24.00 (Torbet)

WFBG-F, 98.1, 30 KW @ 1021, BTFL MUS CBS, $29.20 (Blair) Gilcom
WHPA-F, 104.9, 135 W @ 1220, BTFL (?) NBC, $ 8.50 (----) (HOLLIDAYSBURG)
WPRR-F, 100.1, ~~3 KW @~~ 16, CONTEMP Source, $24.00 (Torbet)
WGMR-F, 101.1, 8 KW @ 1060, COUNTRY MBS, $ 5.70 (----) Allegheney Net (TYRONE)

Other Stations - See Pittsburgh & Johnstown

TV STATIONS

WOPC	Altoona	38	ABC
WTAJ	Altoona	10	CBS, Gateway

NEWSPAPERS

Altoona Mirror	E	35,292

AMARILLO

Market # 191
Revenue Rank # 117
Income Rank # 233
APR 15.9
SMSA Pop: 172,700
CSI: 1.6 Bil (# 166)

Revenue : $4,035,361
Income : $ -326,765
% Rev Gain: +9.8
Stations: 14/12
Diaries: 489/353:1
CSI HH: 23.4 M (# 64)

National Rev: $663,862
Nat Rev per Cap: $3.84
Tot Rev per Cap: $23.36
Tot Inc per Cap: $-1.89
Profit Margin: ---
Retail $: 1.2 Bil (# 138)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KIXZ	49/21.6	19.8	15.2	1. KIXZ	79	1. KIXZ	972/33.5
2. KGNC-F	30/13.2	12.9	13.6	2. KGNC-F	45	2. KGNC	734/20.2
3. KYTX-F	23/10.1	9.4	5.8	3. KGNC	33	3. KGNC-F	569/23.1
4. KPUR	20/ 8.8	9.9	18.8	4. KYTX-F	31	4. KPUR	552/25.4
5. KQIZ-F	18/ 7.9	10.4	10.5	5. KPUR	28	5. KQIZ-F	476/23.5
6. KHBQ-F	14/ 6.2	---	---	6. KQIZ-F	26	6. KDJW	369/15.1
KBUY-F	14/ 6.2	6.9	3.7	7. KDJW	25	7. KYTX-F	336/13.1
8. KDJW	12/ 5.3	10.9	8.4	8. KBUY-F	20	8. KHBQ-F	309/18.9
KGNC	12/ 5.3	11.4	10.5	9. KKYN	19	9. KBUY-F	303/14.0
10. KQIZ	7/ 3.1	1.5	2.6	10. KQIZ	7	10. KKYN	150/ 2.7

12+ FM SHARE (METRO): 48.58% (103 of 212) (A/M 80: 42.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 54	12+ TSA AMD
1. KPUR	1. KYTX-F	1. KIXZ	1. KIXZ	1. KIXZ	1. KIXZ
2. KHBQ-F	2. KIXZ	2. KYTX-F	2. KGNC-F	2. KGNC-F	2. KGNC
KQIZ-F	3. KQIZ-F	3. KGNC-F			3. KGNC-F

OTHER RATED STATIONS/METRO SHARE

KHBJ	1550	Canyon	1.8	KWAS-F	101.9	.4	KZIP	1310	.4
KKYN	1090	Plainview	.4						

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	69 (4)	89 (5)	42.0
COUNTRY	63 (4)		63 (4)	29.7
BTFL MUSIC		30 (1)	30 (1)	14.2
MOR/AC	19 (2)		19 (2)	9.0
BIG BAND	7 (1)		7 (1)	3.3
RELIGION		4 (1)	4 (1)	1.9
			212 (14)	

RADIO STATIONS

KDJW, 1010, 5 KW/500 W (DA-2), COUNTRY , $18.00 (HR/Stone) Walton
KGNC, 710, 10 KW (DA-2) , MOR CBS, $16.50 (Katz) Stauffer
KIXZ, 940, 5 KW/1 KW (DA-2) , COUNTRY ABC-I, $12.50 (Buckley) Mel Tillis
KPUR, 1440, 5 KW/1 KW (DA-N) , ROCK (Burk-Abr) , $15.00 (Mc-Guild)
KQIZ, 1360, 500 W (DAYS) , BIG BAND/NOST (Al Ham) RKO, $15.13 (Selcom) Wiskes/Abaris

KBUY-F, 94.1, 54 KW @ 700, CONTEMP ABC-C, $10.00 (HR/Stone) Walton
KGNC-F, 97.9, 45 KW @ 1285, BTFL MUS (Bonne) NBC, $16.50 (Katz) Stauffer
KHBQ-F, 107.1, 3 KW @ 303, ROCK ABC-F, $10.25 (PRO)
KQIZ-F, 93.1, 71 KW @ 160, ROCK RKO, $15.13 (Selcom) Wiskes-Abaris
KYTX-F, 98.7, 100 KW @ 470, AOR , $ 9.00 (Masla)

TV STATIONS

KAMR	Amarillo	4	NBC
KFDA	Amarillo	10	CBS
KVII	Amarillo	7	ABC, Marsh

NEWSPAPERS

Amarillo Globe-Times	E	29,989, Morris
Amarillo News	M	42,450, Morris

ANAHEIM (ORANGE COUNTY)

SMSA Pop: 2,017,100
APR 16.8
Revenue Rank # 94
Income Rank # 72
CSI: 19.5 Bil (# 13)

Revenue : $5,052,638
Income : $ 552,950
% Rev Gain: -11.0
Stations: 36/7
Diaries: 1108/1820:1
CSI HH: 25.7 M (# 19)

National Rev: $14,225
Nat Rev per Cap: $ .43
Tot Rev per Cap: $2.67
Tot Inc per Cap: $ .29
Profit Margin: 10.9%
Retail $: 10.2 Bil (# 14)

NOTE: ANAHEIM (ORANGE COUNTY) IS A PORTION OF THE LOS ANGELES METRO: FOR THIS MARKET REPORT ONLY THOSE STATIONS HOME TO ORANGE COUNTY ARE LISTED.

12+ METRO 1/4/SHARE		FAL 80	SPG 80	O/N 79	A/M 79
1. KEZY	49/1.8	2.1	2.3	2.0	1.7
2. KIKF-F	44/1.6	1.0	.5	.4	.8
KEZY-F	44/1.6	1.8	1.6	1.5	1.1
4. KWIZ-F	36/1.3	1.5	.9	1.4	1.4
5. KYMS-F	33/1.2	.7	.9	.5	.9
6. KWIZ	29/1.1	2.1	2.0	2.6	1.9
7. KOCM-F	27/1.0	.8	.8	1.0	.8

12+ METRO CUME/CUME RATING	
1. KEZY-F	1223/7.6
2. KEZY	1141/7.1
3. KWIZ	801/5.0
4. KIKF-F	619/3.9
5. KYMS-F	614/3.8
KWIZ-F	614/3.8
7. KOCM-F	307/1.9

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEZY	1. KEZY-F	1. KEZY-F	1. KIKF-F	1. KOCM-F	1. KEZY
2. KEZY-F	2. KYMS-F	2. KIKF-F	2. KWIZ-F	2. KIKF-F	2. KEZY-F

RADIO STATIONS

KEZY,	1190,	5 KW/1 KW (DA-N),	AOR	, $45.25	(Roslin)	
KWIZ,	1480,	5 KW/1 KW (DA-2),	MOR	, $44.25	(Buckley)	Davis/Weaver
KEZY-F,	95.9,	2.5 KW @ 330,	SOFT AOR	, $37.75	(Roslin)	
KIKF-F,	94.3,	3 KW @ 245,	COUNTRY	, $30.00	(HR/Stone)	
KOCM-F,	103.1,	2 KW @ 300,	BTFL MUSIC	, $24.00	(----)	Donrey
KWIZ-F,	96.7,	3 KW @ 175,	AC/BTFL	, $35.00	(Buckley)	Davis/Weaver
KYMS-F,	106.3,	3 KW @ 130,	RELIGION	, $10.00	(----)	SBI

LOS ANGELES (Continued)

TV STATIONS

KABC	LA	7	ABC, ABC
KBSC	Corona	52	IND, Oak
KCOP	LA	13	IND, Chris Craft
KHJ	LA	9	IND, RKO
KMEX	LA	34	IND, SIN
KWHY	LA	22	IND
KNBC	LA	4	NBC, NBC
KNXT	LA	2	CBS, CBS
KSCI	San Bern.	18	IND
KTLA	LA	5	IND, Golden West
KTTV	LA	11	IND, Metromedia

NEWSPAPERS

Long Beach Independent	M	64,709, Knight-Ridder
Long Beach Press Telegram	E	70,704, Knight-Ridder
Los Angeles Times	M	1,024,322
LA Herald-Exam	E	283,710, Hearst
Santa Ana Register	ME	249,392, Freedom

ANCHORAGE

Market # 183
Revenue Rank # 87
Income Rank # 243
APR 15.6
SMSA Pop: 180,200
CSI: 1.9 Bil (# 145)

Revenue : $5,435,641
Income : $ -457,160
% Rev Gain: +14.1
Stations: 11/11
Diaries: 437/419:1
CSI HH: 32.6 M (# 2)

National Rev: $847,133
Nat Rev per Cap: $4.70
Tot Rev per Cap: $30.16
Tot Inc per Cap: $-2.54
Profit Margin: ---
Retail $: 1.2 Bil (# 139)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. KFQD	42/19.8	19.7	19.4	18.6	15.1
2. KHAR	26/12.3	10.5	13.8	14.4	13.2
3. KENI	23/10.8	11.0	14.2	14.8	18.4
4. KKLV-F	22/10.4	12.3	12.5	5.9	9.4
5. KGOT-F	18/ 8.5	7.0	3.9	14.0	10.4
KRKN-F	18/ 8.5	3.5	3.0	1.7	3.8
7. KYAK	17/ 8.0	7.5	6.5	6.8	6.6
8. KNIK-F	13/ 6.1	8.8	5.6	5.1	3.3
9. KBYR	10/ 4.7	7.0	4.3	5.5	4.2
10. KANC	8/ 3.8	6.1	5.2	5.1	5.2

12+ TSA 1/4	
1. KFQD	67
2. KHAR	37
3. KENI	27
KYAK	27
5. KKLV-F	24
6. KGOT-F	19
7. KRKN-F	18
8. KNIK-F	16
9. KBYR	10
10. KANC	8

12+ TSA CUME/MSA CUME RAT	
1. KFQD	661/33.1
2. KENI	485/30.1
3. KHAR	404/23.3
4. KKLV-F	393/26.1
5. KGOT-F	259/17.7
6. KYAK	228/14.0
7. KNIK-F	200/13.0
KBYR	200/14.4
9. KRKN-F	185/12.4
10. KANC	163/11.8

12+ FM SHARE (METRO): 37.31% (75 of 201) (A/M 80: 31.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKLV-F	1. KFQD	1. KFQD	1. KFQD	1. KHAR	1. KFQD
2. KENI	2. KRKN-F	2. KRKN-F	2. KHAR	2. KFQD	2. KHAR
3. KGOT-F	3. KGOT-F	3. KENI	3. KYAK	KYAK	3. KYAK

OTHER RATED STATION/METRO SHARE

KHVN-F	100.5	1.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	65 (2)	58 (3)	123 (5)	61.2
BTFL MUSIC	26 (1)	13 (1)	39 (2)	19.4
COUNTRY	25 (2)		25 (2)	12.4
MOR/AC	10 (1)		10 (1)	5.0
RELIGION		4 (1)	4 (1)	2.0
			201 (11)	

RADIO STATIONS

KANC, 1080, 10 KW, COUNTRY, , $15.50 (Unirep)
KBYR, 700, 1 KW/500 W, MOR, CBS, $14.00 (Roslin)
KENI, 550, 5 KW, ROCK, ABC-C, $20.50 (Howard)
KFQD, 750, 50 KW/10 KW, CONTEMP/AC, , $33.25 (Mc-Guild)
KHAR, 590, 5 KW, BTFL MUS (TM), , $23.75 (Masla)
KYAK, 650, 50 KW/25 KW (DA-2), COUNTRY, MBS, $23.50 (HR/Stone)

KGOT-F, 101.3, 26 KW @ -66, ROCK, MBS, $13.00 (HR/Stone)
KKLV-F, 103.9, 2.8 KW @ 54, ROCK (TM), , $17.13 (Masla)
KNIK-F, 105.5, 3 KW @ 265, BTFL MUS (Bonne), CBS, $12.00 (Roslin)
KRKN-F, 102.1, 25 KW @ 385, ROCK, , $26.50 (----)

TV STATIONS

KENI	Anchorage	2	NBC
KTVA	Anchorage	11	CBS
KIMO	Anchorage	13	ABC

NEWSPAPERS

Anchorage News	M	26,546, McClatchy
Anchorage Times	E	42,215

APPLETON-OSHKOSH

Market # 132
Revenue Rank # 120
Income Rank # 205
APR 16.1
SMSA Pop: 295,400
CSI: 2.2 Bil (# 124)

Revenue : $3,810,211
Income : $ -118,451
% Rev Gain: +12.1
Stations: 22/13
Diaries: 716/413:1
CSI HH: 22.2 M (# 107)

National Rev: $307,114
Nat Rev per Cap: $1.04
Tot Rev per Cap: $12.90
Tot Inc per Cap: $-.40
Profit Margin: ---
Retail $: 1.2 Bil (# 145)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WROE-F	45/11.6	10.2	8.9
2. WNAM	41/10.6	12.3	12.8
3. WYTL	36/ 9.3	9.6	7.8
4. WAPL-F	35/ 9.0	5.9	6.7
5. WHBY	34/ 8.8	10.2	11.9
6. WKAU-F+	33/ 8.5	7.0	8.8
WIXX-F	33/ 8.5	8.6	8.1
8. WOSH-F	23/ 5.9	4.0	7.2
9. WYNE	14/ 3.6	5.1	2.5
10. WGEE	13/ 3.4	2.9	4.7

12+ TSA 1/4	
1. WIXX-F	100
2. WGEE	61
3. WAPL-F	59
4. WROE-F	58
5. WYTL	49
6. WDUZ-F	48
WNAM	48
8. WKAU-F+	46
9. WOSH-F	37
10. WHBY	36

12+ TSA CUME/MSA CUME RAT	
1. WIXX-F	1546/24.6
2. WNAM	1088/33.9
3. WGEE	975/13.4
4. WKAU-F+	891/23.6
5. WAPL-F	842/17.4
6. WROE-F	697/20.6
7. WOSH-F	689/19.6
8. WDUZ-F	655/ 6.6
9. WYTL	607/18.8
10. WHBY	606/22.1

12+ FM SHARE (METRO): 49.86% (178 of 357) (A/M 80: 45.35%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIXX-F	1. WAPL-F	1. WNAM	1. WROE-F	1. WYTL	1. WGEE
2. WOSH-F	2. WNAM	2. WAPL-F	WYTL	2. WHBY	2. WIXX-F
WAPL-F	3. WKAU-F+	3. WROE-F	3. WNAM	3. WROE-F	3. WNAM

OTHER RATED STATIONS/METRO SHARE

WEMI-F	100.1	Neenah	1.0	WFON-F	107.1	Fond du Lac	.5
WVMS	1570		2.8	WGN	720	Chicago	.8
WCUB	980	Manitowac	1.8	WISS-F+	102.3	Berlin	1.0
WCWC	1600	Ripon	.5	WLIH-F	93.5	New London	1.0
WDUZ-F	98.5	Green Bay	1.8	WAHC-F	96.7		1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	57 (2)	116 (6)	173 (8)	48.5
COUNTRY	72 (5)	2 (1)	74 (6)	20.7
BTFL MUSIC		52 (2)	52 (2)	14.6
MOR/AC	39 (3)		39 (3)	10.9
BIG BAND	11 (1)		11 (1)	3.1
RELIGION		4 (1)	4 (1)	1.1
UNKNOWN		4 (1)	4 (1)	1.1
			357 (22)	

RADIO STATIONS

WHBY, 1230, 1 KW , MOR CBS, $16.50 (----) Dubuque Tele-Herald
WNAM, 1280, 5 KW/1 KW (DA-1), ROCK ABC-I, $17.00 (Masla)
WYNE, 1150, 5 KW (DA-N) , COUNTRY ABC-E, $10.00 (Market 4)
WYTL, 1490, 1 KW/250 W , COUNTRY , $13.00 (HR/Stone) Midwest Family

WAPL-F, 105.7, 100 KW @ 500, AOR , $17.00 (----) Dubuque Tele-Herald
WKAU-F+,104.9, 3 KW @ 700, CONTEMP , $15.00 (Selcom) Forward
WSOH-F, 103.9, 2.5 KW @ 330, ROCK Source, $10.00 (HR/Stone) Midwest Family
WROE-F, 94.3, 3 KW @ 320, BTFL MUS (Schulke) , $10.25 (Lotus)

ALL OTHER STATIONS SEE GREEN BAY

TV AND NEWSPAPER INFO SEE GREEN BAY

ASHEVILLE

Market # 186
Revenue Rank # 175
Income Rank # 111
APR 14.8
SMSA Pop: 181,100
CSI : 1.2 Bil (# 185)

Revenue : $2,308,822
Income : $ 241,750
% Rev Gain: -2.3%
Stations: 14/8
Diaries: 642/282:1
CSI HH: 18.1 M (# 292)

National Rev: $206,747
Nat Rev per Cap: $1.14
Tot Rev per Cap: $12.75
Tot Inc per Cap: $1.33
Profit Margin: 10.5%
Retail $: .8 Bil (# 190)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WWNC	88/39.3	39.2	44.0
2. WISE	38/17.0	18.6	14.0
3. WLOS-F	31/13.8	14.7	12.5
4. WFBC-F	13/ 5.8	3.4	4.0
5. WSKY	10/ 4.5	3.9	1.0
6. WRAQ	5/ 2.2	2.5	6.5
WKIT-F	5/ 2.2	1.5	4.0
WFGW	5/ 2.2	2.9	2.0
9. WESC-F	3/ 1.3	---	---
WSPA-F	3/ 1.3	---	.5

12+ TSA 1/4	
1. WWNC	97
2. WISE	44
WLOS-F	44
4. WFBC-F	40
5. WKIT-F	21
6. WSKY	15
7. WSPA-F	9
8. WESC-F	7
9. WRAQ	5
WFGW	5

12+ TSA CUME/MSA CUME RAT	
1. WWNC	1171/62.0
2. WISE	658/34.1
3. WLOS-F	568/24.9
4. WFBC-F	552/16.1
5. WKIT-F	438/ 6.7
6. WSKY	323/20.0
7. WESC-F	173/ 2.4
8. WSPA-F	141/ 2.4
9. WRAQ	134/ 8.9
10. WMIT-F	126/ 5.0

12+ FM SHARE (METRO): 28.23% (59 of 209) (A/M 80: 23.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WISE	1. WISE	1. WWNC	1. WWNC	1. WWNC	1. WWNC
2. WWNC	2. WWNC	2. WISE	2. WLOS-F	2. WLOS-F	2. WISE
3. WFBC-F	3. WFBC-F	3. WLOS-F	3. WISE		3. WLOS-F

OTHER RATED STATIONS/METRO SHARE

WBMS	1350	Black Mountain	.4
WMIT-F	106.9	Black Mountain	.9
WMMH	1460	Marshall	1.3
WOKI-F	100.3	Oak Ridge, TN	.9

FORMATS

	AM	FM	TOTAL	%
COUNTRY	92 (3)	8 (2)	100 (5)	47.8
ROCK/AOR/CONTEMP	38 (1)	15 (2)	53 (3)	25.4
BTFL MUSIC		34 (2)	34 (2)	16.3
MOR/AC	15 (2)		15 (2)	7.2
RELIGION	5 (1)	2 (1)	7 (2)	3.3
			209 (14)	

RADIO STATIONS

WFGW, 1010, 50 KW (DAYS,DA) , RELIGION	, $? ?	(----)	(BLACK MOUNTAIN)
WISE, 1310, 5 KW/1 KW (DA-N), ROCK	RKO, $16.00	(Mc-Guild)	Basic
WRAQ, 1380, 5 KW/1 KW (DA-N), MOR	, $ 8.00	(Carolina)	
WSKY, 1230, 1 KW/250 W , AC	, $ 9.00	(----)	
WWNC, 570, 5 KW (DA-N) , COUNTRY	NBC, $51.75	(Katz)	Multimedia
WMIT-F, 106.9, 36 KW @ 3050, RELIGION	, $? ?	(----)	(BLACK MOUNTAIN)
WLOS-F, 99.9, 53 KW @ 2624, BTFL MUS (Bonne)	ABC-E, $16.75	(Torbet)	Wometco
WKIT-F, 102.5, 100 KW @ 332, COUNTRY (Drake-Chen)	ABC-F,$ 8.00	(Southern)	(HENDERSONVILLE)

Other Stations - See Greenville

ADI, TV and Newspaper info - See Greenville

ATLANTA

Market # 17; ADI # 16
Revenue Rank # 11
Income Rank # 4
APR 14.4
SMSA Pop: 2,016,900
CSI: 16.3 Bil (# 19)

Revenue : $33,287,681
Income : $ 9,205,029
% Rev Change: +18.8
Stations: 21/37
Diaries: 1606/1256:1
CSI HH: 23.3 M (# 65)

National Rev: $8,651,314
Nat Rev per Cap: $4.54
Tot Rev per Cap: $17.46
Tot Inc per Cap: $4.83
Profit Margin: 27.7%
Retail $: 8.4 Bil (# 17)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WKLS-F	254/10.7	6.6	8.8	8.2	7.7
2. WZGC-F	252/10.6	10.4	10.5	11.1	11.2
3. WSB	249/10.5	10.2	12.1	11.7	15.3
4. WQXI-F	211/ 8.9	10.4	8.2	10.5	8.2
5. WVEE-F	210/ 8.9	8.0	11.9	7.6	6.0
6. WLTA-F	175/ 7.4	6.7	4.2	5.0	3.2
7. WPLO	155/ 6.5	5.1	4.5	5.1	5.0
8. WPCH-F	145/ 6.1	6.8	7.1	7.3	4.9
9. WGST	104/ 4.4	5.0	3.8	5.3	3.9
10. WSB-F	102/ 4.3	6.0	4.1	5.7	6.4
11. WBIE-F	84/ 3.5	2.7	3.0	2.2	2.9
12. WRNG	70/ 3.0	2.7	3.6	2.5	3.6

12+ TSA CUME	
1. WKLS-F	357
2. WZGC-F	350
3. WSB	298
4. WQXI-F	247
5. WVEE-F	243
6. WLTA-F	213
7. WPCH-F	185
8. WPLO	163
9. WBIE-F	138
10. WSB-F	114
11. WGST	107
12. WRNG	80

12+ TSA CUME/MSA CUME RAT	
1. WZGC-F	5289/22.9
2. WSB	4922/24.6
3. WKLS-F	3946/17.8
4. WQXI-F	3908/19.7
5. WVEE-F	2822/14.9
6. WPCH-F	2629/12.0
7. WLTA-F	2229/11.5
8. WBIE-F	2095/ 8.7
9. WPLO	2089/11.3
10. WSB-F	2008/ 9.9
11. WGST	1920/11.3
12. WAOK	1453/ 8.8

12+ FM SHARE (METRO): 65.05% (1433 of 2203) (A/M 80: 63.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZGC-F	1. WKLS-F	1. WQXI-F	1. WLTA-F	1. WSB	1. WSB
2. WKLS-F	2. WQXI-F	2. WKLS-F	2. WQXI-F	2. WPCH-F	2. WQXI-F+
3. WVEE-F	3. WVEE-F	3. WLTA-F	3. WSB	3. WPLO	3. WKLS-F+
4. WQXI-F	4. WZGC-F	4. WZGC-F	4. WZGC-F	WSB-F	4. WZGC-F
	5. WLTA-F	5. WVEE-F	5. WPLO	5. WLTA-F	5. WLTA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (2)	717 (3)	778 (5)	35.3
MOR/AC	249 (1)	175 (1)	424 (2)	19.2
BLACK/URBAN	78 (3)	210 (1)	288 (4)	13.1
BTFL MUSIC		247 (2)	247 (2)	11.2
COUNTRY	155 (1)	84 (1)	239 (2)	10.8
NEWS/TALK	174 (2)		174 (2)	7.9
RELIGION	29 (2)		29 (2)	1.3
CLASSICAL	14 (1)		14 (1)	0.6
BIG BAND	10 (1)		10 (1)	0.5
			2203 (21)	

ATLANTA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WKLS-F	1. WZGC-F	1. WVEE-F
2. WZGC-F	2. WSB	2. WSB
3. WSB	3. WKLS-F	3. WKLS-F
4. WQXI-F	4. WQXI-F	4. WZGC-F
5. WVEE-F	5. WVEE-F	5. WPLO
6. WLTA-F	6. WPCH-F	6. WAOK
7. WPCH-F	7. WLTA-F	7. WLTA-F
8. WPLO	8. WPLO	8. WPCH-F
9. WBIE-F	9. WBIE-F	9. WQXI-F
10. WSB-F	10. WSB-F	10. WGST
11. WGST	11. WGST	
12. WNGC-F	12. WAOK	
13. WRNG	13. WQXI	
14. WFOX-F	14. WRNG	
15. WAOK	15. WFOX-F	

OTHER RATED STATIONS/METRO SHARE			
WAOK	1380		2.2
WCOB	1080	Marietta	.4
WGKA	1190		.6
WIGO	1340		.4
WKLS	970		.6
WQXI	790		2.0
WTJH	1260		.8
WYNX	1550	Smyrna	.5
WYZE	1480		.8

ADI FM SHARE: 70.05% (2100 of 2998) (A/M 80: 67.14%)

AM STATIONS

WAOK	1380	5 KW (DA-N)	BLACK	NBN	$ 42.00	(Selcom)	BENI
WGST	920	5 KW/1 KW	NEWS	MBS,ABC-E	$ 55.20	(Katz)	Meredith
WPLO	590	5 KW (DA-N)	COUNTRY	ABC-I	$ 69.00	(Mc-Guild)	Plough
WQXI	790	5 KW/1 KW (DA-N)	CONTEMP/AC		$ 50.00	(Blair)	Jeff-Pilot
WRNG	680	25 KW/10 KW (DA-N)	TALK	CBS	$ 46.50	(MMR)	
WSB	750	50 KW	MOR	NBC,MBS	$125.00	(Christal)	Cox

FM STATIONS

WBIE-F	101.5	100 KW @ 900	COUNTRY		$ 19.50	(HR/Stone)	
WKLS-F	96.1	100 KW @ 950	AOR (Burk-Abr)	Source	$ 80.00	(Masla)	SJR
WLTA-F	99.7	100 KW @ 1000	AC/SOFT		$101.88	(Eastman)	Susquehanna
WPCH-F	94.9	100 KW @ 890	BTFL MUS (Schulke)		$ 96.00	(Katz)	Meredith
WQXI-F	94.1	100 KW @ 914	CONTEMP		$ 90.00	(Blair)	Jeff-Pilot
WSB-F	98.5	100 KW @ 740	BTFL MUS (FM-100)		$ 50.00	(Christal)	Cox
WVEE-F	103.3	100 KW @ 450	URBAN/DISCO	ABC-F	$ 80.00	(Mc-Guild)	Plough
WZGC-F	92.9	100 KW @ 910	CONTEMP	ABC-C	$150.75	(Torbet)	First Media
WFOX-F	97.1	100 KW @ 540	ROCK		$ 11.00	(----)	(ATHENS)
WNGC-F	95.5	100 KW @ 605	COUNTRY		$ 11.75	(Southern)	Clarke (ATHENS)

TV STATIONS

WAGA	Atlanta	5	CBS, Storer
WANX	Atlanta	46	IND, Continental
WATL	Atlanta	36	IND
WSB	Atlanta	2	ABC, Cox
WTBS	Atlanta	17	IND, Turner
WXIA	Atlanta	11	NBC, Gannett

NEWSPAPERS

Atlanta Constitution	M	218,807, Cox
Atlanta Journal	E	211,081, Cox

ATLANTIC CITY

Market # 175
Revenue Rank # 173
Income Rank # 164
APR 15.5
SMSA Pop: 191,500
CSI: 1.5 Bil (# 170)

Revenue : $2,409,516
Income : $ 57,711
% Rev Gain: +13.8
Stations: 25/9
Diaries: 583/328:1
CSI HH: 20.4 M (# 196)

National Rev: $276,804
Nat Rev per Cap: $1.45
Tot Rev per Cap: $12.58
Tot Inc per Cap: $ .30
Profit Margin: 2.4%
Retail $: 1.0 Bil (# 163)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WFPG-F	38/15.4	16.2	19.6
2. WAYV-F	22/ 8.9	12.0	3.0
3. WMMR-F	18/ 7.3	9.5	3.0
4. WMGM-F	17/ 6.9	11.2	11.3
5. WIIN	16/ 6.5	7.5	10.0
6. WOND	15/ 6.1	5.4	7.8
7. WMID	12/ 4.9	2.1	7.4
8. WUSS	11/ 4.5	2.1	5.2
9. WSLT-F	8/ 3.3	1.7	3.9
WRDR-F	8/ 3.3	2.5	---

12+ TSA 1/4	
1. WFPG-F	42
2. WMGM-F	38
3. WMMR-F	26
4. WRDR-F	24
5. WAYV-F	23
6. WIIN	18
WSLT-F	18
8. WOND	15
9. WMID	14
10. WUSS	14

12+ TSA CUME/MSA CUME RAT	
1. WMGM-F	537/17.9
2. WFPG-F	527/23.9
3. WMID	326/16.9
4. WAYV-F	304/18.7
5. WMMR-F	300/13.2
6. WOND	289/16.3
7. WIIN	270/14.5
8. WSLT-F	242/ 6.4
9. WCAU	200/ 9.2
10. WUSS	189/11.1

12+ FM SHARE (METRO): 68.00% (153 of 225) (A/M 80: 68.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMMR-F	1. WAYV-F	1. WAYV-F	1. WFPG-F	1. WFPG-F	1. WRDR-F+
2. WAYV-F	2. WMMR-F	2. WMGM-F	2. WMGM-F		2. WFPG-F
WMGM-F	3. WMGM-F	WMMR-F	3. WAYV-F		3. WIIN

OTHER RATED STATIONS/METRO SHARE

WGRF-F	99.3	Pleasantville	2.8	WIOQ-F	102.1	Philadelphia	2.4
WIBG	1520	Ocean City	1.6	WIP	610	Philadelphia	1.6
WRDI	1580	Hammonton	1.2	WMGK-F	102.9	Philadelphia	2.0
KYW	1060	Philadelphia	1.2	WPEN	950	Philadelphia	.4
WCAU	1210	Philadelphia	1.2	WUSL-F	98.9	Philadelphia	.8
WCAU-F	98.1	Philadelphia	1.2	WWDB-F	96.5	Philadelphia	2.0
WEAZ-F	101.1	Philadelphia	3.3	WWSH-F	106.1	Philadelphia	.4
WFLN-F	95.7	Philadelphia	2.0				

FORMATS

	AM	FM	TOTAL	%
MOR/AC	61 (6)	15 (3)	76 (9)	33.4
ROCK/AOR/CONTEMP		70 (5)	70 (5)	31.1
BTFL MUSIC		55 (4)	55 (4)	24.4
NEWS/TALK	6 (2)	5 (1)	11 (3)	4.9
CLASSICAL		5 (1)	5 (1)	2.2
COUNTRY	4 (1)		4 (1)	1.8
BLACK/JAZZ		3 (1)	3 (1)	1.3
BIG BAND	1 (1)		1 (1)	0.4
			225 (25)	

RADIO STATIONS

WIIN, 1450, 1 KW/250 W, MOR CBS, $11.76 (PRO)
WMID, 1340, 1 KW/250 W, MOR NBC, $12.00 (Masla)
WOND, 1400, 1 KW/250 W, AC ABC-E, $23.50 (Mc-Guild)
WUSS, 1490, 1 KW/250 W, MOR NBN, $19.50 (Lotus)

WAYV-F, 95.1, 20 KW @ 300, CONTEMP , $20.00 (Roslin)
WFPG-F, 96.9, 50 KW @ 300, BTFL MUS (Bonne) , $17.65 (PRO)
WMGM-F, 103.7, 20 KW @ 200, ROCK (TM) , $23.50 (Mc-Guild)
WRDR-F, 104.9, 3 KW @ 280, MOR , $ 6.00 (----)
WSLT-F, 106.3, 3 KW @ 326, BTFL MUS , $11.00 (----)

FOR OTHER STATIONS AND TV STATIONS SEE PHILADELPHIA

NEWSPAPER

Atlantic City Press	M	75,134

AUGUSTA, GA

Market # 127
Revenue Rank # 143
Income Rank # 183
APR 14.6
SMSA Pop: 308,000
CSI: 2.0 Bil (# 140)

Revenue : $3,022,446
Income : $ 8,137
% Rev Gain: -8.5
Stations: 17/13
Diaries: 747/412:1

National Rev: $562,389
Nat Rev per Cap: $1.83
Tot Rev per Cap: $9.81
Tot Inc per Cap: $ .03
Profit Margin: .3%
Retail $: 1.1 Bil (# 153)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WBBQ-F	90/23.6	27.2	23.1
2. WGUS-F	50/13.1	5.0	6.9
3. WRDW	43/11.3	8.3	6.0
4. WZZW-F	40/10.5	7.7	5.8
5. WTHB	29/ 7.6	10.4	8.0
6. WNEZ-F	24/ 6.3	4.1	5.5
7. WYMX-F	16/ 4.2	4.1	5.5
8. WGAC	15/ 3.9	5.9	7.4
9. WBBQ	14/ 3.7	6.8	9.1
10. WGUS	13/ 3.4	5.3	2.2

12+ TSA 1/4	
1. WBBQ-F	129
2. WGUS-F	52
3. WRDW	44
4. WZZZ-F	43
5. WTHB	32
6. WNEZ-F	29
7. WYMX-F	19
8. WGAC	17
9. WTHO-F	15
10. WBBQ	14

12+ TSA CUME/MSA CUME RAT	
1. WBBQ-F	1656/44.5
2. WZZW-F	773/27.9
3. WGUS-F	589/18.4
4. WRDW	576/20.3
5. WBBQ	458/15.5
6. WTHB	400/14.5
7. WGAC	364/12.1
8. WNEZ-F	362/11.0
9. WYMZ-F	348/11.1
10. WTHO-F	222/ 2.1

12+ FM SHARE (METRO): 64.11% (234 of 365) (A/M 80: 53.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WGUS-F	1. WBBQ-F+
2. WYMX-F	2. WRDW	2. WZZW-F	2. WGUS-F	2. WBBQ-F	
3. WRDW	WZZW-F	3. WGUS-F	3. WZZZ-F	3. WNEZ-F	

OTHER RATED STATIONS/METRO SHARE

WAKN	990	Aiken	.5
WBIA	1230		3.1
WKZK	1600		.8
WCOS-F	97.9	Columbia, SC	.5
WTHO-F	101.7	Thomson	1.3
WWDM-F	101.3	Sumter	.5
WPBM-F	95.9	Aiken	1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	14 (1)	151 (4)	165 (5)	45.2
BLACK	72 (2)	2 (1)	74 (3)	20.3
COUNTRY	15 (2)	57 (3)	72 (5)	19.7
MOR/AC	30 (3)		30 (3)	8.2
BTFL MUSIC		24 (1)	24 (1)	6.6
			365 (17)	

RADIO STATIONS

WBBQ, 1340, 1 KW/250 W	, ROCK	ABC-C,	$43.20	(Eastman)	
WGAC, 580, 5 KW/1 KW (DA-N)	, MOR	,	$17.00	(Katz)	Beasley
WGUS, 1380, 1 KW (DAYS)	, COUNTRY	,	$16.50	(Selcom)	
WRDW, 1480, 5 KW (DA-N)	, BLACK	,	$ 8.50	(PRO)	
WTHB, 1550, 5 KW (DAYS)	, BLACK (Drake-Chen)	NBN,	$11.50	(Torbet)	
WNEZ-F, 99.3, 3 KW @ 300,	BTFL MUS	,	$ 8.00	(----)	(AIKEN, SC)
WBBQ-F, 104.3, 100 KW @ 550,	ROCK	,	$43.20	(Eastman)	
WGUS-F, 102.3, 3 KW @ 280,	COUNTRY	,	$16.50	(Selcom)	
WYMX-F, 105.7, 50 KW @ 83,	AOR (Burk-Abr)	Source,	$15.00	(Mc-Guild)	
WZZW-F, 103.1, 3 KW @ 300,	CONTEMP (Drake-Chen)	,	$17.00	(Torbet)	
WTHO-F, 101.7, 3 KW @ 300,	COUNTRY	,	$ 5.60	(----)	(THOMSON)

TV STATIONS

WATU	Augusta	26	NBC, Shurz
WRDW	Augusta	12	CBS, Ziff-Davis
WJBF	Augusta	6	ABC, Western

NEWSPAPERS

Augusta Chronicle M 56,262, Morris

Augusta Herald E 18,357, Morris

AUSTIN

Market # 76
Revenue Rank # 68
Income Rank # 37
APR 17.4
SMSA Pop: 541,900
CSI: 4.2 Bil (# 76)

Revenue: $6,755,139
Income : $1,234,650
% Rev Gain: +8.1
Stations: 19/14
Diaries: 894/606:1
CSI HH: 22.8 M (# 82)

National Rev: $1,263,164
Nat Rev per Cap: $2.51
Tot Rev per Cap: $13.42
Tot Inc per Cap: $2.45
Profit Margin: 18.3%
Retail $: 2.8 Bil (# 63)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KHFI-F	121/15.7	12.7	16.7	8.2	7.5
2. KVET	88/11.4	11.8	11.6	12.0	15.0
3. KLBJ-F	86/11.2	6.8	7.8	11.2	8.8
4. KOKE-F	85/11.0	9.2	8.8	7.6	7.7
5. KASE-F	84/10.9	13.5	10.6	17.1	13.4
6. KCSW-F	40/ 5.2	5.2	7.4	5.9	7.4
7. KLBJ	34/ 4.4	6.6	3.0	5.7	5.4
8. KTSA	29/ 3.8	4.7	3.7	4.3	4.7
9. KMXX-F	28/ 3.6	1.7	4.0	1.4	2.1
10. KOKE	21/ 2.7	3.1	2.4	1.4	1.5

12+ TSA 1/4	
1. KHFI-F	127
2. KVET	98
3. KOKE-F	95
4. KASE-F	94
5. KLBJ-F	89
6. KCSW-F	44
7. KTSA	42
8. KLBJ	38
9. KMXX-F	29
10. KOKE	22

12+ TSA CUME/MSA CUME RAT	
1. KHFI-F	1479/32.1
2. KOKE-F	1216/25.3
3. KVET	1107/21.5
4. KASE-F	1055/20.8
5. KLBJ-F	1041/22.0
6. KTSA	925/14.0
7. KLBJ	799/15.1
8. KCSW-F	702/14.6
9. KNOW	517/11.2
10. KOKE	349/ 7.4

12+ FM SHARE (METRO): 65.09% (455 of 699) (A/M 80: 64.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHFI-F	1. KHFI-F	1. KHFI-F	1. KASE-F	1. KASE-F	1. KOKE-F+
2. KTSA	2. KLBJ-F	2. KLBJ-F	2. KOKE-F	2. KVET	2. KVET
3. KOKE-F	3. KOKE-F	3. KOKE-F	KVET	3. KOKE-F	3. KHFI-F
KIXS-F	4. KCSW-F	4. KVET	4. KLBJ-F		4. KASE-F

OTHER RATED STATIONS/METRO SHARE

KGTN+	1530	Georgetown	1.4	KELG	1440	Elgin	1.2
KIXL	970		2.2	KIXS-F	93.3	Killeen	1.0
KNOW	1490		2.2	KONO	860	San Antonio	.4
KTAE	1260	Taylor	1.4	WOAI	1200	San Antonio	.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	32 (2)	215 (3)	247 (5)	35.3
COUNTRY	137 (5)	88 (2)	225 (7)	32.2
MOR/AC	51 (2)	40 (1)	91 (3)	13.0
BTFL MUSIC		84 (1)	84 (1)	12.0
SPANISH		28 (1)	28 (1)	4.0
RELIGION	17 (1)		17 (1)	2.4
NEWS/TALK	7 (1)		7 (1)	1.0
			699 (19)	

RADIO STATIONS

KLBJ, 590, 5 KW/1 KW (DA-N), AC CBS,MBS, $35.00 (Eastman)
KOKE, 1370, 1 KW (DAYS) , COUNTRY , $26.40 (HR/Stone)
KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY MBS, $51.25 (Katz)

KASE-F, 100.7, 98 KW @ 510, BTFL MUS (TM) , $51.25 (Katz)
KCSW-F, 103.7, 97 KW @ 580, AC/CONTEMP ABC-F, $26.00 (Mc-Guild) Mayes
KHFI-F, 98.3, 1.3 KW @ 418, ROCK RKO, $31.00 (Torbet)
KLBJ-F, 93.7, 100 KW @ 1057, AOR , $35.00 (Eastman)
KMXX-F, 102.3, 741 W @ 550, SPANISH/BLACK , $10.00 (Savalli)
KOKE-F, 95.5, 10 KW @ 265, COUNTRY , $26.40 (HR/Stone)

KIXS-F - See Killeen Condensed Report KTSA - See San Antonio

TV STATIONS

KTBC Austin 7 CBS, Times-Mirror
KTVV Austin 36 NBC, LIN
KVUE Austin 24 ABC, Detroit News

NEWSPAPERS

Austin Amer-Statesman ME 127,078, Cox
Austin Citizen E 14,742

BAKERSFIELD

Market # 101
Revenue Rank # 86
Income Rank # 114
APR 17.0
SMSA Pop: 395,400
CSI: 2.7 Bil (# 109)

Revenue : $5,437,035
Income : $ 230,260
% Rev Gain: +10.1
Stations: 34/24
Diaries: 573/690:1
CSI HH: 19.9 M (# 223)

National Rev: $1,369,716
Nat Rev per Cap: $3.65
Tot Rev per Cap: $14.47
Tot Inc per Cap: $ .61
Profit Margin: 4.2%
Retail $: 1.8 Bil (# 95)

12+ METRO	1/4/SHARE	FAL 80	SPG 80	A/M 79
1. KUZZ	99/17.8	16.9	15.6	12.8
2. KKXX-F	59/10.6	11.4	13.4	13.2
3. KGFM-F	39/ 7.0	9.0	5.1	7.0
4. KERN	34/ 6.1	9.2	9.3	9.9
5. KWAC	33/ 5.9	5.1	2.9	5.9
6. KAFY	29/ 5.2	5.1	3.9	4.4
7. KLYD-F	26/ 4.7	5.8	4.1	5.1
8. KPMC	16/ 2.9	1.9	2.0	3.3
9. KNTB	13/ 3.3	.5	.7	3.7
10. KTKR	12/ 2.2	1.7	---	---

TSA AND METRO
ARE THE SAME

12+ CUME/CUME RATING	
1. KUZZ	932/28.5
2. KKXX-F	726/22.2
3. KERN	674/20.6
4. KAFY	448/13.7
5. KGFM-F	427/13.0
6. KPMC	333/10.2
7. KLYD-F	315/ 9.6
8. KGEO	287/ 8.8
9. KWAC	200/ 6.1
10. KNTB	174/ 5.3

12+ FM SHARE (METRO): 35.35% (175 of 495) (A/M 80: 38.70%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKXX-F	1. KKXX-F	1. KUZZ	1. KUZZ	1. KUZZ	1. KUZZ
2. KERN	2. KUZZ	2. KKXX-F	2. KGFM-F	2. KGFM-F	2. KKXX-F
3. KUZZ	3. KAFY	3. KAFY	3. KERN	3. KLYD-F	3. KWAC

OTHER RATED STATIONS/METRO SHARE

KGHJ	1010	Delano	1.1
KDOL	1340	Mojave	.9
KGEO	1230		2.0
KHIS-F+	96.5		1.8
KMGN-F	97.7	Shafter	1.4
KVLI	1140	Lake Isabella	1.3
KWSO	1050	Wasco	.4
KXEM	1590	McFarland	1.6
KZIQ	1360	Ridgecrest	.4
KZIQ-F	92.7	Ridgecrest	1.4
KBIG-F	104.3	Los Angeles	.5
KFI	640	Los Angeles	2.0
KFRE	940	Fresno	.7
KJOP	1240	Lemoore	.7
KJUG-F	106.7	Tulare	.9
KLOS-F	95.5	Los Angeles	1.3
KMET-F	94.7	Los Angeles	.7
KMJ	580	Fresno	.5
KMPC	710	Los Angeles	1.4
KNX-F	93.1	Los Angeles	.4
KOST-F	103.5	Los Angeles	.5
KRTH-F	101.1	Los Angeles	.7
XTRA	690	Tijuana	1.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	98 (6)	80 (5)	178 (11)	36.0
COUNTRY	112 (4)	5 (1)	117 (5)	23.6
BTFL MUSIC		53 (4)	53 (4)	10.7
MOR/AC	19 (2)	30 (2)	49 (4)	9.9
SPANISH	46 (3)		46 (3)	9.3
NEWS/TALK	21 (2)		21 (2)	4.2
OTHERS/UNKNOWN	19 (2)		19 (2)	3.8
RELIGION	5 (2)	7 (1)	12 (3)	2.4
			495 (34)	

RADIO STATIONS

KAFY, 550, 1 KW (DA-N), ROCK , $20.00 (Mc-Guild)
KERN, 1410, 1 KW , ROCK ABC-C, $20.50 (MMR) Cleveland Outdoor
KGEO, 1230, 1 KW/250 W , OLDIES NBC, $12.00 (Selcom)
KNTB, 1350, 1 KW (DAYS), NEWS/TALK ABC-E,ABC-I, $15.00 (CBS FM)
KPMC, 1560, 10 KW (DA-1), MOR CBS,MBS, $15.00 (Buckley)
KTKR, 1310, 1 KW (DAYS), VARIOUS , $ 4.50 (----) (TAFT)
KUZZ, 970, 1 KW (DA-2), COUNTRY , $32.55 (Christal) Buck Owens
KWAC, 1490, 1 KW/250 W , SPANISH , $14.20 (Lotus)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

BALTIMORE

Market # 14; ADI # 19
Revenue Rank # 16
Income Rank # 10
APR 17.5
SMSA Pop: 2,174,000
CSI: 17.2 Bil (# 17)

Revenue : $25,573,773
Income : $ 5,207,956
[illegible] Rev Gain: +2.8
Stations: 34/34
Diaries: 1612/1349:1
CSI HH: 22.8 M (# 85)

National Rev: $7,034,542
Nat Rev per Cap: $3.26
Tot Rev per Cap: $11.86
Tot Inc per Cap: $2.41
Profit Margin: 20.4%
Retail $: 9.3 Bil (# 16)

12+ METRO 1/4/SHARE		WIN 81	O/N 80	A/M 80
1. WBAL	302/9.5	11.2	11.0	13.5
2. WIYY-F	264/8.3	8.7	9.9	7.7
3. WLIF-F	250/7.8	6.7	8.9	7.4
4. WXYV-F	245/7.7	6.2	6.2	7.6
5. WCBM	211/6.6	5.5	5.9	5.1
6. WPOC-F	201/6.3	7.7	6.0	6.3
7. WFBR	180/5.6	3.8	4.0	6.2
8. WBSB-F	156/4.9	4.7	3.9	2.1
9. WMAR-F	152/4.8	5.3	4.6	3.8
10. WWIN	120/3.8	3.6	3.9	4.3
11. WCAO	109/3.4	4.0	4.2	3.8
12. WITH	77/2.4	.9	1.2	1.4

12+ TSA 1/4	
1. WBAL	319
2. WIYY-F	288
3. WLIF-F	271
4. WPOC-F	253
5. WXYV-F	249
6. WCBM	219
7. WFBR	185
8. WBSB-F	167
9. WMAR-F	153
10. WWIN	120
11. WCAO	116
12. WITH	77

12+ TSA CUME/MSA CUME RAT	
1. WBAL	4444/22.0
2. WFBR	3497/18.9
3. WIYY-F	3297/16.7
4. WLIF-F	3121/16.2
5. WCBM	3070/15.8
6. WCAO	2848/14.3
7. WXYV-F	2807/14.7
8. WBSB-F	2758/13.9
9. WPOC-F	2568/11.1
10. WMAR-F	1857/ 9.7
11. WWIN	1581/ 8.7
12. WLPL-F	1532/ 8.3

12+ FM SHARE (METRO): 59.02% (1702 of 2884) (A/M 80: 54.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WCBM	1. WBAL	1. WBAL
2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WPOC-F	2. WPOC-F	2. WCBM
3. WBSB-F	3. WBSB-F	3. WCBM	3. WLIF-F	3. WLIF-F	3. WIYY-F
4. WLPL-F	4. WCBM	4. WPOC-F	4. WXYV-F	4. WCBM	4. WLIF-F
5. WWIN	5. WFBR	5. WBSB-F	5. WFBR	5. WMAR-F	5. WPOC-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	112 (2)	693 (8)	805 (10)	27.9
MOR/AC	693 (3)	20 (1)	713 (4)	24.7
BLACK/URBAN	160 (3)	309 (3)	469 (6)	16.3
BTFL MUSIC		417 (3)	417 (3)	14.5
COUNTRY	8 (1)	208 (2)	216 (3)	7.5
BIG BAND	125 (2)		125 (2)	4.3
NEWS/TALK	55 (2)		55 (2)	1.9
RELIGION	12 (1)	35 (1)	47 (2)	1.6
UNKNOWN	17 (1)	20 (1)	37 (2)	1.3
			2884 (34)	

BALTIMORE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WBAL	1. WBAL	1. WXYV-F
2. WIYY-F	2. WFBR	2. WBAL
3. WLIF-F	3. WIYY-F	3. WIYY-F
4. WXYV-F	4. WLIF-F	4. WCBM
5. WPOC-F	5. WCBM	5. WPOC-F
6. WCBM	6. WCAO	6. WWIN
7. WFBR	7. WXYV-F	7. WLIF-F
8. WBSB-F	8. WBSB-F	8. WBSB-F
9. WMAR-F	9. WPOC-F	9. WFBR
10. WWIN	10. WMAR-F	10. WITH
11. WCAO	11. WWIN	
12. WITH	12. WLPL-F	
13. WBKZ-F	13. WBKZ-F	
14. WLPL-F	14. WITH	
WPGC-F+	15. WWDC-F	

OTHER RATED STATIONS/METRO SHARE			
WAYE	860		1.5
WBMD	750		.5
WEBB	1360		.7
WKTK-F	105.7		.9
WLPL-F	92.3		1.7
WNAV-F	99.1	Annapolis	.5
WRBS-F	95.1		1.1
WSID	1010		.6
WTOW	1570	Towson	.4
WTTR-F	100.7	Westminster	.6
WASH-F	97.1	Washington	.6
WHUR-F	96.3	Washington	1.4
WKYS-F	93.9	Washington	.6
WPGC-F+	95.5	Washington	1.6
WVKX-F+	105.9	Washington	.5
WRC	980	Washington	.8
WRQX-F	107.3	Washington	1.1
WTOP	1500	Washington	.9
WWDC-F	101.1	Washington	1.1

ADI FM SHARE: 59.88% (1809 of 3021) (A/M 80: 54.88%)

AM STATIONS

WAYE, 860, 1 KW (DAYS,DA), BIG BAND (Drake-Chen), $25.00 (Buckley) Mortenson
WBAL, 1090, 50 KW (DA-N), MOR ABC-E, $77.00 (Blair) Hearst
WCAO, 600, 5 KW (DA-1), CONTEMP/AC ABC-C, $60.00 (Mc-Guild) Plough
WCBM, 680, 10 KW/5 KW (DA-1), AC/MOR CBS, $93.25 (Katz) Metromedia

WFBR, 1300, 5 KW (DA-1), AC/MOR NBC, $61.13 (MMR)
WITH, 1230, 1 KW/250 W, BIG BAND/NOST (Al Ham) MBS, $25.00 (Selcom) BENI
WWIN, 1400, 1 KW, BLACK NBN, $34.00 (Howard)

FM STATIONS

WBKZ-F, 95.9, 5 KW @ 400, CONTEMP, $32.13 (MMR)
WBSB-F, 104.3, 50 KW @ 422, ROCK MBS, $42.50 (Torbet) Scripps-Howard
WIYY-F, 97.9, 50 KW @ 946, AOR (Burk-Abr) Source, $90.00 (Blair) Hearst
WLIF-F, 101.9, 14 KW @ 961, BTFL MUS (Schulke), $77.50 (Christal) Cox

WLPL-F, 92.3, 20 KW @ 400, ROCK RKO, $34.00 (UBC) United
WMAR-F, 106.5, 50 KW @ 620, BTFL MUS (FM-100), $43.75 (Katz) Abell
WPOC-F, 93.1, 50 KW @ 870, COUNTRY ABC-I, $90.00 (Eastman) Nationwide
WXYV-F, 102.7, 50 KW @ 400, DISCO/URBAN, $80.00 (Mc-Guild) Plough

TV STATIONS

WBAL	Baltimore	11	NBC, Hearst
WBFF	Baltimore	45	IND
WJZ	Baltimore	13	ABC, Westinghouse
WMAR	Baltimore	2	CBS, Abell

NEWSPAPERS

Baltimore News American	E	149,092, Hearst
Baltimore Sun	E	167,533, Abell
	M	166,049, Abell

BATON ROUGE

Market # 86
Revenue Rank # 85
Income Rank # 45
APR 17.9
SMSA Pop: 482,100
CSI: 3.8 Bil (# 86)

Revenue : $5,463,766
Income : $1,011,790
% Rev Gain: -2.5
Stations: 13/12
Diaries: 448/1017:1
CSI HH: 24.0 M (# 43)

National Rev: $624,261
Nat Rev per Cap: $1.37
Tot Rev per Cap: $11.99
Tot Inc per Cap: $2.22
Profit Margin: 18.5%
Retail $: 2.2 Bil (# 83)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WFMF-F	136/19.0	18.1	20.6	14.1	15.6
2. WYNK-F	93/13.0	11.1	14.5	12.8	12.8
3. WXOK	77/10.8	11.8	9.4	21.2	11.1
WQXY-F	77/10.8	11.1	11.6	11.5	9.8
5. WLCS	47/ 6.6	9.9	8.3	7.6	9.0
6. WTKL	39/ 5.5	5.5	---	---	---
WAFB-F	39/ 5.5	6.3	6.4	4.8	4.7
8. WYNK	37/ 5.2	2.2	4.1	4.1	6.2
9. WIBR	32/ 4.5	5.8	5.4	6.3	7.7
10. WJBO	30/ 4.2	7.7	7.6	8.2	10.7

12+ TSA 1/4	
1. WFMF-F	174
2. WYNK-F	173
3. WQXY-F	103
WAFB-F	103
5. WXOK	90
6. WLCS	53
7. KSMB-F	47
8. WTKL	44
9. WIBR	39
10. WYNK	38

12+ TSA CUME/MSA CUME RAT	
1. WYNK-F	1813/23.8
2. WFMF-F	1752/30.6
3. WAFB-F	1600/15.9
4. WQXY-F	1039/19.1
5. WLCS	905/20.5
6. WXOK	884/17.4
7. WJBO	745/16.3
8. WIBR	589/12.8
9. WYNK	498/10.4
10. WTKL	479/10.3

12+ FM SHARE (METRO): 53.85% (350 of 650) (A/M 80: 57.19%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WYNK-F	1. WQXY-F	1. WYNK-F
2. WXOK	2. WYNK-F	2. WYNK-F	2. WFMF-F	2. WYNK-F	2. WFMF-F
3. WLCS	3. WXOK	3. WXOK	3. WQXY-F	3. WIBR	3. WAFB-F
4. WTKL	4. WAFB-F	4. WQXY-F	4. WXOK	4. WXOK	4. WXOK

OTHER RATED STATIONS/METRO SHARE

WLUX	1550		1.8
WSLG	1090	Donaldsonville	2.1
KSMB-F	94.5	Lafayette	.7
WWL	870	New Orleans	1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	47 (1)	180 (3)	227 (4)	34.9
COUNTRY	84 (3)	93 (1)	177 (4)	27.2
BLACK	116 (2)		116 (2)	17.8
BTFL MUSIC		77 (1)	77 (1)	11.8
MOR/AC	40 (2)		40 (2)	6.2
RELIGION	13 (1)		13 (1)	2.0
			650 (14)	

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), COUNTRY	NBC,	$19.00	(Katz)	
WJBO, 1150, 5 KW (DA-1) , MOR	MBS,	$22.25	(Blair)	Manship
WLCS, 910, 1 KW (DA-1) , ROCK (Burk-Abr)	,	$19.50	(Mc-Guild)	Air Waves
WTKL, 1260, 1 KW (DAYS) , BLACK (TM)	,	$19.00	(PRO)	
WXOK, 1460, 5 KW/1 KW (DA-N), BLACK	NBN,	$24.00	(Selcom)	Security
WYNK, 1380, 5 KW (DAYS,DA) , COUNTRY	ABC-E,	$19.06	(Torbet)	
WAFB-F, 98.1, 100 KW @ 1550, ROCK (Drake-Chen)	CBS,	$15.75	(Katz)	
WFMF-F, 102.5, 100 KW @ 475, ROCK	ABC-F,	$31.15	(Blair)	Manship
WQXY-F, 100.7, 100 KW @ 750, BTFL MUS (Schulke)	,	$19.50	(Mc-Guild)	Air Waves
WYNK-F, 101.5, 100 KW @ 403, COUNTRY	ABC-I,	$35.00	(Torbet)	

KSMB-F - See Lafayette

TV STATIONS

WAFB	Baton Rouge	9	CBS
WRBT	Baton Rouge	33	NBC
WBRZ	Baton Rouge	2	ABC, Manship

NEWSPAPERS

Baton Rouge State-Times	E	43,192
Baton Rouge Advocate	M	76,684

BEAUMONT-PORT ARTHUR-ORANGE

Market # 104
Revenue Rank # 123
Income Rank # 250
APR 14.4
SMSA Pop: 383,600
CSI: 3.4 Bil (# 92)

Revenue : $3,622,672
Income : $ -943,980
% Rev Gain: -8.0
Stations: 17/13
Diaries: 736/521:1
CSI HH: 24.1 M (# 41)

National Rev: $621,255
Nat Rev per Cap: $1.71
Tot Rev per Cap: $9.95
Tot Inc per Cap: $-2.59
Profit Margin: ---
Retail $: 2.1 Bil (# 86)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KQXY-F	49/11.0	8.7	10.9	9.6	5.7
2. KAYD-F	45/10.1	10.8	4.0	4.9	3.0
3. KYKR-F	43/ 9.6	12.3	13.2	8.2	7.3
4. KLVI	39/ 8.7	13.5	8.9	9.4	9.7
KALO	39/ 8.7	2.5	5.5	6.2	8.5
6. KWIC-F	30/ 6.7	1.8	5.0	5.3	9.3
7. KIOC-F	28/ 6.3	4.5	5.5	4.5	4.9
8. KHYS-F	25/ 5.6	4.0	3.7	5.1	3.4
9. KJET	19/ 4.3	2.5	5.0	5.8	7.7
KZOM-F	19/ 4.3	6.3	6.7	3.3	3.4

12+ TSA 1/4	
1. KYKR-F	56
2. KAYD-F	55
3. KQXY-F	54
4. KLVI	51
5. KIOC-F	45
6. KHYS-F	43
7. KALO	40
8. KWIC-F	31
9. KTRH	30
10. KZOM-F	23

12+ TSA CUME/MSA CUME RAT	
1. KLVI	1016/23.4
2. KYKR-F	879/22.9
3. KIOC-F	831/19.3
4. KAYD-F	645/17.3
5. KHYS-F	587/11.6
6. KQXY-F	580/15.1
7. KWIC-F	548/16.0
8. KZOM-F	434/10.4
9. KTRH	418/10.5
10. KALO	375/11.0

12+ FM SHARE (METRO): 60.98% (250 of 410) (A/M 80: 58.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWIC-F	1. KAYD-F	1. KAYD-F	1. KLVI	1. KQXY-F	1. KLVI
2. KHYS-F	2. KALO	2. KALO	2. KQXY-F	2. KLVI	2. KAYD-F
KALO	3. KIOC-F	KYKR-F	3. KYKR-F	3. KYKR-F	3. KYKR-F

OTHER RATED STATIONS/METRO SHARE

KAYC	1450	.9	KOGT	1600	2.5	KOLE	1340	2.9
KPAC	1250	2.7	KZZB-F	95.1	2.5	KTRH	740 Houston	4.0
KDLF	1150	Port Neckes 1.1						

FORMATS

	AM	FM	TOTAL	%
COUNTRY	50 (2)	88 (2)	138 (4)	33.7
ROCK/AOR/CONTEMP		113 (5)	113 (5)	27.6
BLACK	58 (2)		58 (2)	14.1
BTFL MUSIC		49 (1)	49 (1)	12.0
MOR/AC	34 (4)		34 (4)	8.3
NEWS/TALK	18 (1)		18 (1)	4.4
			410 (17)	

RADIO STATIONS

KALO, 990, 1 KW (DA-1), BLACK	ABC-I, $26.00	(Selcom)	Security
KJET, 1380, 1 KW (DAYS), BLACK	SBN, $15.00	(Eastman)	
KLVI, 560, 5 KW (DA-N), COUNTRY	ABC-I, $36.31	(Torbet)	Hicks
KAYD-F, 97.5, 50 KW @ 320, COUNTRY	, $14.25	(HR/Stone)	Texas Coast
KHYS-F, 98.5, 65 KW @ 380, ROCK	Source, $18.00	(PRO)	Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, SOFT ROCK (Century 21)	RKO, $15.00	(Christal)	
KQXY-F, 94.1, 100 KW @ 645, BTFL MUS (Schulke)	NBC, $25.00	(Mc-Guild)	Air Waves
KWIC-F, 107.7, 100 KW @ 389, ROCK	ABC-C, $17.00	(PRO)	
KZOM-F, 104.5, 100 KW @ 440, AOR	, $10.00	(Buckley)	
KYKR-F, 95.3, 100 KW @ 500, COUNTRY	, $36.31	(Torbet)	Hicks

KTRH - See Houston

TV STATIONS

KBMT	Beaumont	12	ABC
KFDM	Beaumont	6	CBS, Belo
KJAC	Port Arthur	4	NBC, Clay

NEWSPAPERS

Beaumont Enterprise	M	65,281, Jeff-Pilot
Beaumont Journal	E	14,037, Jeff-Pilot
Orange Leader	E	11,275
Port Arthur News	E	26,719, Cox

BILLINGS

Market # 265
Revenue Rank # 152
Income Rank # 195
APR 13.9
SMSA Pop: 107,800
CSI: .8 Bil (# 259)

Revenue : $2,781,432
Income : $ -68,460
% Rev Gain: +17.6
Stations: 9/9
Diaries: 504/214:1
CSI HH: 20.5 M (# 194)

National Rev: $351,152
Nat Rev per Cap: $3.26
Tot Rev per Cap: $25.80
Tot Inc per Cap: $-.64
Profit Margin: ---
Retail $: .7 Bil (# 210)

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KYYA-F	24/19.5	30.2	19.7
2. KGHL	20/16.3	7.0	9.8
3. KOOK	19/15.4	23.3	25.8
4. KBMY	14/11.4	8.5	9.8
5. KOOK-F	13/10.6	7.0	---
6. KIDX-F	10/ 8.1	6.2	8.3
KOYN	10/ 8.1	9.3	9.8
8. KKOZ-F	6/ 4.9	5.4	12.1
KURL	6/ 4.9	1.6	1.5

12+ TSA 1/4	
1. KGHL	59
2. KOOK	31
3. KYYA-F	28
4. KOYN	22
5. KOOK-F	15
6. KBMY	14
7. KIDX-F	10
8. KURL	9
9. KKOZ-F	6

12+ TSA CUME/MSA CUME RAT	
1. KGHL	584/32.0
2. KOOK	515/41.0
3. KYYA-F	336/31.8
4. KBMY	260/24.4
5. KOOK-F	186/16.0
6. KOYN	157/12.1
7. KIDX-F	143/15.4
8. KURL	98/ 7.1
9. KKOZ-F	77/ 7.9

12+ FM SHARE (METRO): 43.44% (53 of 122) (A/M 80: 49.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYA-F	1. KYYA-F	1. KYYA-F	1. KGHL	1. KGHL	1. KGHL
2. KOOK	2. KOOK	2. KGHL	2. KOOK	2. KOOK-F	2. KOOK
3. KGHL	3. KIDX-F	3. KOOK	3. KBMY	KBMY	3. KOYN

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	19 (1)	34 (2)	53 (3)	43.4
COUNTRY	24 (2)		24 (2)	19.7
MOR/AC	20 (1)		20 (1)	16.4
BTFL MUSIC		19 (2)	19 (2)	15.6
RELIGION	6 (1)		6 (1)	4.9
			122 (9)	

RADIO STATIONS

KBMY, 1240, 1 KW/250 W , COUNTRY	ABC-I, $10.00	(Gillis)	Peoria Jrnl Star
KGHL, 790, 5 KW (DA-N), MOR (Drake-Chen)	CBS, $16.10	(Eastman)	Hatch
KOOK, 970, 5 KW (DA-N), ROCK	ABC-C, $18.25	(Torbet)	Matthias
KOYN, 910, 1 KW (DAYS), COUNTRY	ABC-E, $ 6.50	(P/W)	
KURL, 730, 500 W (DAYS), RELIGION	, $ 2.50	(A/D)	Christian Ent
KIDX-F, 98.5, 50 KW @ 402, CONTEMP (?)	Source, $ 6.90	(Eastman)	Hatch
KKOZ-F, 97.1, 35 KW @ 30, BTFL MUS (TM)	, $ 4.50	(A/D)	Christian Ent
KOOK-F, 102.9, 100 KW @ 750, BTFL MUS (Schulke)	, $ 8.50	(Torbet)	Matthias
KYYA-F, 93.3, 100 KW @ 700, ROCK	, $13.00	(Masla)	Meyer

TV STATIONS

KTVQ	Billings	2	CBS, NBC, Garryowen
KULR	Billings	8	ABC, NBC, Harriscope

NEWSPAPER

Billings Gazette	M	59,401, Lee

BINGHAMPTON

Market # 131
Revenue Rank # 134
Income Rank # 117
APR 16.4
SMSA Pop: 302,000
CSI: 2.1 Bil (# 133)

Revenue : $3,240,873
Income : $ 218,489
% Rev Gain: +20.3
Stations: 15/9
Diaries: 785/385:1
CSI HH: 18.5 M (# 275)

National Rev: $501,568
Nat Rev per Cap: $1.66
Tot Rev per Cap: $10.73
Tot Inc per Cap: $ .72
Profit Margin: 6.7%
Retail $: 1.3 Bil (# 134)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WMRV-F	67/16.4	11.4	8.1	1. WMRV-F	81	1. WMRV-F	988/31.2
2. WNBF	64/15.6	10.6	17.6	2. WQYT-F	71	2. WNBF	940/37.1
3. WQYT-F	58/14.2	17.4	19.6	3. WAAL-F	66	3. WAAL-F	860/22.4
4. WAAL-F	47/11.5	12.4	14.5	4. WNBF	64	4. WQYT-F	826/26.3
5. WKOP	42/10.3	6.2	8.9	5. WKOP	44	5. WKOP	603/22.9
6. WWWT-F	29/ 7.1	8.0	3.3	6. WWWT-F	31	6. WINR	564/19.8
7. WINR	20/ 4.9	4.9	4.3	7. WINR	21	7. WENE	521/17.8
8. WENE	17/ 4.2	7.5	3.3	8. WENE	20	8. WWWT-F	443/15.3
9. WGBI-F	7/ 1.7	3.9	1.3	9. WKRZ-F	11	9. WGBI-F	229/ 5.4
10. WKRZ-F	5/ 1.2	---	---	10. WGBI-F	10	10. WAVR	167/ 1.8

12+ FM SHARE (METRO): 59.56% (218 of 366) (A/M 80: 62.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWWT-F	1. WMRV-F	1. WMRV-F	1. WMRV-F	1. WQYT-F	1. WNBF
2. WMRV-F	2. WAAL-F	2. WAAL-F	2. WNBF	2. WNBF	2. WMRV-F
3. WAAL-F		3. WNBF	3. WQYT-F	3. WKOP	3. WQYT-F

OTHER RATED STATIONS/METRO SHARE

WATS	960	Sayre	--	WHCU	870	Ithaca	.5
WAVR-F	102.3	Waverly	.7	WNOZ-F	99.9	Cortland	.5
WEBO	1330	Owego	.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	157 (7)	177 (8)	48.4
MOR/AC	83 (3)	3 (1)	86 (4)	23.5
BTFL MUSIC		58 (1)	58 (1)	15.8
COUNTRY	45 (2)		45 (2)	12.3
			366 (15)	

RADIO STATIONS

WENE, 1430, 5 KW (DA-N) , MOR/AC (Drake-Chen) ABC-E, $20.00 (Masla)
WINR, 680, 1 KW/500 W (DA-2), CONTEMP ABC-I, $14.25 (Savalli)
WKOP, 1360, 5 KW/500 W (DA-2), COUNTRY RKO,CBS, $13.00 (Howard)
WNBF, 1290, 5 KW (DA-N) , MOR NBC, $21.88 (Blair) Stoner

WAAL-F, 99.1, 7 KW @ 1090, AOR ABC-F, $25.00 (Torbet)
WMRV-F, 105.7, 35 KW @ 570, ROCK (Drake-Chen) Source, $15.50 (Masla)
WQYT-F, 98.1, 10 KW @ 950, BTFL MUS (Schulke) , $21.88 (Blair) Stoner
WWWT-F, 101.7, 1.1 KW @ 450, ROCK/DISCO ABC-C, $ 7.50 (Market 4) (OWEGO)

TV STATIONS

WGBI, WKRZ - See NE PA

WMGC	Binghampton	34	ABC
WICZ	Binghampton	40	NBC
WBNG	Binghampton	12	CBS, Gateway

NEWSPAPERS

Binghampton Press	E	66,644, Gannett
Binghampton Sun-Bulletin	M	27,809, Gannett

BIRMINGHAM

Market # 46; ADI # 44	Revenue : $11,312,724	National Rev: $2,558,544
Revenue Rank # 42	Income : $ 683,018	Nat Rev per Cap: $3.09
Income Rank # 61	% Rev Gain: +3.5	Tot Rev per Cap: $13.65
APR 17.3	Stations: 22/22	Tot Inc per Cap: $ .82
SMSA Pop: 850,600	Diaries: 1044/815:1	Profit Margin: 6.0%
CSI: 5.3 Bil (# 56)	CSI HH: 17.9 M (# 297)	Retail $: 3.5 Bil (# 47)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WZZK-F	163/13.6	7.7	5.5	3.8	3.9
2. WKXX-F	147/12.3	11.1	11.0	13.8	10.1
3. WENN-F	109/ 9.1	11.1	12.4	9.7	7.5
4. WSGN	77/ 6.4	8.3	8.3	6.6	10.2
6. WVOK	66/ 5.5	5.6	5.3	3.3	4.9
6. WRKK-F	57/ 4.8	6.6	4.4	5.7	5.8
WATV	57/ 4.8	5.7	5.0	5.0	4.5
8. WAPI-F	56/ 4.7	6.1	6.3	4.3	4.0
9. WYDE	55/ 4.6	2.9	3.9	4.2	6.3
10. WERC	54/ 4.5	5.1	4.8	7.9	5.1
11. WAPI	49/ 4.1	3.4	2.4	2.9	3.3
12. WQEZ-F	46/ 3.8	6.1	3.5	6.4	7.0

12+ TSA 1/4	
1. WZZK-F	238
2. WKXX-F	185
3. WENN-F	142
4. WVOK	95
WQEN-F	95
6. WRKK-F	89
7. WSGN	80
8. WAPI-F	77
9. WYDE	67
10. WQEZ-F	60
11. WATV	57
12. WDJC-F	55

12+ TSA CUME/MSA CUME RAT	
1. WZZK-F	2615/23.5
2. WKXX-F	2320/23.3
3. WVOK	1593/13.4
4. WSGN	1576/21.5
5. WENN-F	1297/14.8
6. WQEN-F	1288/ 3.0
7. WERC	1237/17.1
8. WYDE	1086/12.5
9. WRKK-F	1036/10.1
10. WAPI-F	944/ 9.7
11. WDJC-F	879/ 6.4
12. WAPI	809/10.3

12+ FM SHARE (METRO): 55.35% (631 of 1140) (A/M 80: 52.38%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKXX-F	1. WKXX-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WZZK-F
2. WENN-F	2. WZZK-F	2. WKXX-F	2. WKXX-F	2. WATV	2. WKXX-F
3. WRKK-F	3. WENN-F	3. WENN-F	3. WSGN	WVOK	3. WENN-F+
	4. WRKK-F	4. WSGN	4. WENN-F	4. WAPI-F	4. WSGN
	5. WSGN	5. WRKK-F	5. WVOK	5. WSGN	5. WQEN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	131 (2)	211 (3)	342 (5)	30.0
COUNTRY	138 (5)	163 (1)	301 (6)	26.4
BLACK	121 (3)	109 (1)	230 (4)	20.2
BTFL MUSIC		102 (2)	102 (2)	8.9
RELIGION/GOSPEL	46 (1)	28 (1)	74 (2)	6.5
MOR/AC	49 (1)		49 (1)	4.3
BIG BAND	24 (1)		24 (1)	2.1
UNKNOWN		18 (1)	18 (1)	1.6
			1140 (22)	

BIRMINGHAM

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WZZK-F	1. WZZK-F	1. WZZK-F
2. WKXX-F	2. WKXX-F	2. WENN-F
3. WENN-F	3. WSGN	3. WKXX-F
4. WVOK	4. WVOK	4. WSGN
5. WSGN	5. WENN-F	5. WYDE
6. WAPI-F	6. WERC	6. WAPI
WRKK-F	7. WYDE	7. WERC
8. WYDE	8. WAPI-F	8. WVOK
9. WATV	9. WRKK-F	9. WQEZ-F
10. WDJC-F	WDJC-F	10. WJLD
11. WERC	11. WAPI	
12. WAPI	12. WQEN-F	
WQEZ-F	13. WQEZ-F	
14. WQEN-F	14. WJLD	
WENN	15. WENN	

OTHER RATED STATIONS/METRO SHARE

WARF	1240	Jasper	.3
WBUL	1220		2.2
WCRT	1260		2.0
WDJC-F	93.7		2.3
WENN	1320		3.8
WJLD	1400		3.2
WRSM	1540	Sumiton	.3
WSMQ	1450	Bessemer	.8
WWWB-F	102.5	Jasper	1.5
WQEN-F	103.7	Gadsden	.6

ADI FM SHARE: 59.77% (1003 of 1678) (A/M 80: 55.17%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW (DA-N), MOR NBC, $24.00 (MMR) Newhouse
WATV, 900, 1 KW (DAYS), BLACK , $18.00 (Howard)
WENN, 1320, 5 KW (DAYS), GOSPEL NBN, $48.15 (Selcom)
WERC, 900, 5 KW (DA-N), CONTEMP , $82.50 (Mc-Guild) Mooney

WJLD, 1400, 1 KW/250 W, BLACK ABC-C, $20.50 (HR/Stone)
WSGN, 610, 5 KW/1 KW (DA-N), CONTEMP , $58.88 (Eastman) Harte-Hanks
WVOK, 690, 50 KW (DAYS), COUNTRY , $33.33 (Buckley) Sanders
WYDE, 850, 50 KW/1 KW (DA-D), COUNTRY ABC-I, $38.75 (Katz) Columbia Pic Ind

FM STATIONS

WAPI-F, 94.5, 100 KW @ 1000, BTFL MUS (FM-100) , $24.00 (MMR) Newhouse
WDJC-F, 93.7, 100 KW @ 871, RELIGION , $12.00 (Savalli) Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK NBN, $64.20 (Selcom)
WKXX-F, 106.9, 100 KW @ 1114, ROCK , $82.50 (Mc-Guild) Mooney

WQEZ-F, 96.5, 100 KW @ 890, BTFL MUS (TM) MBS, $25.00 (Blair)
WRKK-F, 99.5, 100 KW @ 952, AOR , $27.50 (Christal)
WZZK-F, 104.7, 100 KW @ 640, COUNTRY , $66.25 (Katz) Park City
WQEN-F, 103.7, 100 KW @ 1110, ROCK , $30.25 (Market 4) (GADSDEN)

TV STATIONS

WVTM	Birmingham	13	NBC, Times-Mirror
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPERS

Birmingham News	E	178,074, Newhouse
Birmingham Post-Herald	M	68,349, Newhouse

BLOOMINGTON, ILL

Market # 247
Revenue Rank # 168
Income Rank # 73
APR 15.4
SMSA Pop: 124,600
CSI: 1.1 Bil (# 209)

Revenue : $2,488,038
Income : $ 547,566
% Rev Gain: +12.7
Stations: 11/4
Diaries: 510/244:1
CSI HH: 23.9 M (# 44)

National Rev: $236,938
Nat Rev per Cap: $1.95
Tot Rev per Cap: $20.44
Tot Inc per Cap: $4.50
Profit Margin: 22.0%
Retail $: .6 Bil (# 232)

12+ METRO 1/4/SHARE		FAL 80	SPG 80	A/M 79
1. WJBC	60/39.0	37.3	37.0	40.3
2. WBNQ-F	28/18.2	18.9	16.0	23.3
3. WMLA-F	13/ 8.4	7.1	8.3	---
4. WLS	9/ 5.8	5.3	7.2	8.5
5. WMAQ	8/ 5.2	4.1	7.2	7.4
WWCT-F	8/ 5.2	6.5	7.2	4.0
7. WIHN-F	7/ 4.5	6.5	3.9	3.4
8. WGN	5/ 3.2	1.2	1.7	---
9. WSWT-F	3/ 1.9	1.2	1.7	1.1
10. WKZW-F	2/ 1.3	1.8	1.7	2.3

12+ TSA 1/4	
1. WJBC	68
2. WBNQ-F	40
3. WMAQ	27
4. WLS	21
5. WMLA-F	15
6. WGN	14
7. WWCT-F	11
8. WKZW-F	10
9. WBBM	8
WSWT-F	8

12+ TSA CUME/MSA CUME RAT	
1. WJBC	763/59.1
2. WBNQ-F	593/38.8
3. WLS	544/24.8
4. WMAQ	465/14.1
5. WGN	281/ 8.4
6. WMLA-F	188/15.3
7. WKZW-F	187/ 7.2
8. WSWT-F	180/ 6.4
9. WBBM	146/ 4.6
10. WWCT-F	127/ 7.8

12+ FM SHARE (METRO): 41.78% (61 of 146) (A/M 80: 41.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WJBC
2. WLS	2. WJBC	2. WBNQ-F			2. WBNQ-F
	3. WMLA-F	3. WMLA-F			3. WMAQ

OTHER RATED STATION/METRO SHARE

WBBM 780 Chicago 1.3

FORMATS	AM	FM	TOTAL	%
MOR/AC	65 (2)		65 (2)	44.5
ROCK/AOR/CONTEMP	9 (1)	38 (3)	47 (4)	32.2
COUNTRY	8 (1)	13 (1)	21 (2)	14.4
BTFL MUSIC		10 (2)	10 (2)	6.8
NEWS/TALK	2 (1)		2 (1)	1.4
			146 (11)	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W, MOR ABC-I, $33.00 (Buckley)

WBNQ-F, 101.5, 50 KW @ 460, ROCK (TM) , $21.50 (Buckley)
WIHN-F, 96.7, 3 KW @ 300, BTFL MUS (FM-100) , $16.00 (----)
WMLA-F, 92.7, 3 KW @ 300, COUNTRY NBC, $18.50 (Masla)

Other Stations - See Chicago and Peoria

NEWSPAPER

Bloomington Pantagraph AD 51,580

BOISE

Market # 194
Revenue Rank # 194
Income Rank # 207
APR 15.6
SMSA Pop: 168,900
CSI: 1.2 Bil (# 189)

Revenue : $2,055,429
Income : $ -130,090
% Rev Gain: +1.1
Stations: 13/8
Diaries: 526/321:1
CSI HH: 19.9 M (# 225)

National Rev: $414,239
Nat Rev per Cap: $2.45
Tot Rev per Cap: $12.17
Tot Inc per Cap: $ .77
Profit Margin: ---
Retail $: .9 Bil (# 171)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KBOI	43/13.1	16.5	11.2
2. KBBK-F	36/11.0	3.7	8.0
KGEM	36/11.0	8.2	10.8
4. KBOI-F	33/10.1	10.1	11.2
5. KIDQ-F	27/ 8.3	10.9	---
6. KFXD-F	26/ 8.0	7.1	6.8
7. KBXL-F	24/ 7.3	9.4	12.0
8. KIDO	23/ 7.0	7.1	3.6
9. KJOT-F	21/ 6.4	3.4	3.6
10. KFXD	18/ 5.5	9.4	10.8

12+ TSA 1/4	
1. KBOI	64
2. KFXD-F	58
3. KBOI-F	45
4. KBBK-F	43
5. KGEM	39
6. KBXL-F	37
7. KFXD	33
8. KIDQ-F	32
9. KIDO	31
10. KJOT-F	27

12+ TSA CUME/MSA CUME RAT	
1. KBOI	991/34.7
2. KFXD	754/24.5
3. KGEM	553/20.4
4. KFXD-F	539/16.4
5. KBOI-F	534/17.5
6. KIDO	457/18.4
7. KBBK-F	452/18.2
8. KIDQ-F	370/14.0
9. KJOT-F	357/12.3
10. KBXL-F	336/11.1

12+ FM SHARE (METRO): 54.58% (167 of 306) (A/M 80: 52.55%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBBK-F	1. KFXD-F	1. KBOI	1. KBOI	1. KGEM	1. KBOI
2. KFXD	2. KIDQ-F	2. KFXD-F	2. KGEM	2. KBOI	2. KGEM
3. KIDQ-F	3. KBOI	3. KIDQ-F	3. KFXD-F	3. KBOI-F	3. KFXD-F

OTHER RATED STATIONS/METRO SHARE

KBGN	1060	Caldwell	2.8
KUUZ-F	96.9	Nampa	2.4
KYME	740		.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (1)	97 (4)	115 (5)	37.6
COUNTRY	59 (2)	12 (1)	80 (3)	26.1
BTFL MUSIC		57 (2)	57 (2)	18.6
MOR/AC	43 (1)		43 (1)	14.1
RELIGION	9 (1)		9 (1)	2.9
CLASSICAL/VARIETY	2 (1)		2 (1)	0.7
			306 (13)	

RADIO STATIONS

KBOI, 670, 50 KW/25 KW (DA-N), MOR NBC, $20.80 (Katz)
KFXD, 580, 5 KW (DA-N) , ROCK RKO, $10.25 (Torbet)
KGEM, 1140, 10 KW (DA-N) , COUNTRY ABC-I, $17.76 (Eastman) Hatch
KIDO, 630, 5 KW (DA-2) , COUNTRY CBS, $20.03 (Blair)

KBBK-F, 92.3, 44 KW @ 2500, ROCK , $ 9.75 (Lotus)
KBOI-F, 97.9, 47 KW @ 2510, BTFL MUS (Bonne) , $16.00 (Katz)
KBXL-F, 94.1, 25 KW @ 2500, BTFL MUS (TM) , $10.25 (Market 4)
KFXD-F, 94.9, 46 KW @ 2520, ROCK (Drake-Chen) RKO, $10.00 (Torbet)
KIDQ-F, 104.3, 43 KW @ 2574, AOR (Burk-Abr) Source, $20.03 (Blair)
KJOT-F, 105.1, 43 KW @ 2574, COUNTRY (Drake-Chen) ABC-I, $? ? (Eastman) Hatch

TV STATIONS

KBCI	Boise	2	CBS
KTVB	Boise	7	NBC, King
KIVI	Nampa	6	ABC

NEWSPAPER

Boise Idaho Statesman M 56,708, Gannett

BOSTON

Market # 6; ADI # 6
Revenue Rank # 9
Income Rank # 29
APR 18.6
SMSA Pop: 3,877,600
CSI: 33.4 Bil (# 7)

Revenue : $42,764,849
Income : $ 1,626,803
% Rev Change: +10.8
Stations: 33/32
Diaries: 2263/1713:1
CSI HH: 24.7 M (# 29)

National Rev: $16,047,245
Nat Rev per Cap: $4.11
Tot Rev per Cap: $10.95
Tot Inc per Cap: $ .42
Profit Margin: 3.8%
Retail $: 17.1 Bil (# 6)

12+ METRO	1/4/SHARE	WIN 81	O/N 80	J/A 80	A/M 80
1. WCOZ-F	596/11.1	11.0	9.1	7.8	4.1
2. WHDH	457/ 8.5	10.3	9.8	9.5	11.1
3. WXKS-F	378/ 7.1	5.0	4.4	5.0	4.4
4. WEEI	375/ 7.0	6.5	7.1	5.4	8.0
5. WBZ	358/ 6.7	8.4	7.9	8.2	9.3
6. WJIB-F	339/ 6.3	5.3	7.4	6.2	6.4
7. WROR-F	309/ 5.8	4.5	4.4	4.3	4.0
8. WBCN-F	210/ 3.9	4.8	4.2	4.4	6.2
9. WVBF-F	199/ 3.7	3.5	4.1	5.6	5.3
WEEI-F	199/ 3.7	3.7	4.7	3.7	2.9
11. WXKS	197/ 3.7	3.0	3.4	3.3	2.8
12. WRKO	173/ 3.2	2.4	2.7	4.0	3.6
13. WITS	139/ 2.6	3.1	2.4	3.6	3.5
14. WHUE-F	117/ 2.2	2.2	2.2	2.0	2.4
15. WSSH-F	90/ 1.7	2.0	2.4	2.2	1.6

12+ TSA 1/4	
1. WCOZ-F	923
2. WBZ	587
3. WHDH	517
4. WXKS-F	471
5. WJIB-F	454
6. WEEI	405
7. WROR-F	401
8. WBCN-F	320
9. WAAF-F	301
10. WVBF-F	298
11. WEEI-F	276
12. WXKS	228
13. WRKO	216
14. WHUE-F	182
15. WITS	154

12+ TSA CUME/MSA CUME RAT	
1. WBZ	10838/23.7
2. WCOZ-F	10450/22.5
3. WHDH	7773/22.8
4. WEEI	6748/20.8
5. WROR-F	6149/14.5
6. WRKO	5712/14.7
7. WJIB-F	5647/14.4
8. WXKS-F	5298/13.5
9. WVBF-F	5129/13.0
10. WBCN-F	4943/12.7
11. WEEI-F	4676/11.5
12. WAAF-F	4394/ 5.8
13. WHUE-F	2999/ 7.3
14. WITS	2719/ 8.1
15. WCRB-F	2108/ 5.2

12+ FM SHARE (METRO): 56.70% (2793 of 4926) (A/M 80: 48.32%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCOZ-F	1. WCOZ-F	1. WCOZ-F	1. WHDH	1. WHDH	1. WBZ
2. WXKS-F	2. WXKS-F	2. WXKS-F	2. WBZ	2. WJIB-F	2. WHDH
3. WVBF-F	3. WROR-F	3. WROR-F	3. WROR-F	3. WEEI	3. WEEI
4. WAAF-F	4. WBCN-F	4. WHDH	4. WJIB-F	4. WBZ	4. WCOZ-F
5. WBCN-F	5. WVBF-F	5. WBCN-F	5. WEEI-F	5. WXKS	5. WROR-F
	6. WEEI-F	6. WEEI-F	6. WXKS-F	6. WROR-F	6. WJIB-F
	7. WHDH	7. WBZ	7. WEEI	7. WITS	7. WXKS-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	39 (1)	1741 (8)	1780 (9)	36.1
MOR/AC	1112 (6)	365 (2)	1477 (8)	30.0
BTFL MUSIC	30 (1)	574 (4)	604 (5)	12.3
NEWS/TALK	514 (2)		514 (2)	10.4
BIG BAND/NOSTALGIA	197 (1)	20 (1)	217 (2)	4.4
RELIGION	90 (2)		90 (2)	1.8
UNKNOWN	71 (1)	20 (1)	91 (2)	1.8
BLACK	80 (1)		80 (1)	1.6
CLASSICAL		73 (1)	73 (1)	1.5
			4926 (32)	

BOSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WCOZ-F	1. WBZ	1. WCOZ-F
2. WBZ	2. WCOZ-F	2. WBZ
3. WHDH	3. WHDH	3. WEEI
4. WJIB-F	4. WEEI	4. WHDH
5. WXKS-F	5. WROR-F	5. WXKS-F
6. WEEI	6. WJIB-F	6. WBCN-F
7. WROR-F	7. WRKO	7. WJIB-F
8. WBCN-F	8. WVBF-F	8. WROR-F
9. WVBF-F	9. WBCN-F	9. WVBF-F
10. WAAF-F	10. WXKS-F	10. WRKO
11. WEEI-F	11. WEEI-F	
12. WXKS	12. WAAF-F	
13. WRKO	13. WHUE-F	
14. WHUE-F	14. WITS	
15. WITS	15. WSSH-F	

ADI FM SHARE: 62.31% (4482 of 7193) (A/M 80: 55.28%)

OTHER RATED STATIONS/METRO SHARE			
WBOS-F	92.9	Brookline	1.0
WBZ-F	106.7		.7
WCAP	980	Lowell	.5
WCAS	740	Cambridge	.7
WCGY-F	93.7	Lawrence	.8
WCRB-F	102.5		1.4
WDLW	1330		1.3
WESX	1230	Salem	.6
WEZE	1260		.6
WILD	1090		1.5
WJDA	1300	Quincy	1.3
WLYN-F	101.7	Lynn	.4
WROL	950		1.1
WSNY	1150		.6
WAAF-F	107.3	Worcester	1.4
WPLM-F	99.1	Plymouth	.4
WSRS-F	96.1	Worcester	.5

AM STATIONS

WBZ ,	1030,	50 KW (DA-1)	, MOR	ABC-E,	$160.00	(RAR)	Westinghouse
WEEI,	590,	5 KW (DA-1)	, NEWS	CBS,	$133.75	(CBS Spot)	CBS
WHDH,	850,	50 KW (DA-2)	, MOR/AC	,	$226.88	(Blair)	John Blair
WITS,	1510,	50 KW/5 KW (DA-2)	, TALK	NBC,MBS,	$ 80.00	(Katz)	Mariner
WRKO,	680,	50 KW (DA-2)	, AC (Burk-Abr)	,	$155.00	(RKO)	RKO
WXKS,	1430,	5 KW (DAYS)	, BIG BAND (Al Ham)	,	$ 46.67	(MMR)	Heftel

FM STATIONS

WBCN-F,	104.1,	50 KW @ 742,	AOR	, $203.12	(Torbet)	Infinity
WCOZ-F,	94.5,	7 KW @ 1140,	AOR	, $202.50	(Blair)	John Blair
WCRB-F,	102.5,	11 KW @ 920,	CLASSICAL	, $ 45.00	(River)	
WEEI-F,	103.3,	12 KW @ 890,	SOFT ROCK	, $115.63	(CBS/FM)	CBS
WHUE-F,	100.7,	50 KW @ 500,	BTFL MUS (Bonne)	, $ 60.00	(Eastman)	GCC
WJIB-F,	96.9,	9 KW @ 1010,	BTFL MUS (Schulke)	, $105.63	(Christal)	GE
WROR-F,	98.5,	6 KW @ 1191,	AC	, $170.00	(RKO)	RKO
WSSH-F,	99.5,	40 KW @ 550,	BTFL MUS (FM-100)	, $ 40.00	(Buckley)	
WVBF-F,	105.7,	11 KW @ 954,	CONTEMP	, $133.75	(Mc-Guild)	Fairbanks
WXKS-F,	107.9,	21 KW @ 710,	CONTEMP/URBAN	, $122.50	(MMR)	Heftel

WAAF-F - See Worcester

TV STATIONS

WBZ	Boston	4	NBC, Westinghouse
WCVB	Boston	5	ABC
WLVI	Cambridge	56	IND, Field
WNAC	Boston	7	CBS, RKO
WSBK	Boston	38	IND, Storer
WXNE	Boston	25	IND, Christi
WSMW	Worcester	27	IND

NEWSPAPERS

Boston Globe	AD	447,618, Affiliated
Boston Herald American	M	240,703, Hearst

BRIDGEPORT

Market # 98 (52 on county basis)
Revenue Rank # 124
Income Rank # 133
APR 18.6
SMSA Pop: 412,500 (814M - County)
CSI: 9.3 Bil (# 36)

Revenue : $3,597,841
Income : $ 175,299
% Rev Gain: +25.8
Stations: 32/5
Diaries: 650/635:1
CSI HH: 31.7 M (# 3)

National Rev: $699,799
Nat Rev per Cap: $1.70
Tot Rev per Cap: $8.75
Tot Inc per Cap: $ .43
Profit Margin: +4.9%
Retail $: $3.5 Bil (# 48)

12+ METRO	1/4/SHARE	FAL 80	SPG 80	A/M 79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WEZN-F	104/16.0	14.8	16.2	13.7	1. WEZN-F	164	1. WNBC	1993/26.0
2. WICC	102/15.7	14.8	15.1	16.7	2. WICC	119	2. WICC	1969/47.9
3. WNAB	48/ 7.4	7.2	8.3	8.6	3. WNBC	90	3. WEZN-F	1784/26.5
WNBC	48/ 7.4	7.3	9.2	7.9	4. WCBS	70	4. WCBS	1423/15.4
5. WKCI-F	36/ 5.5	7.3	3.6	3.0	5. WKCI-F	63	5. WKCI-F	902/15.8
6. WPLR-F	35/ 5.4	7.0	6.2	7.2	6. WRKI-F	53	6. WRKI-F	742/ 8.5
7. WDJZ	30/ 4.6	4.2	7.1	6.4	7. WNAB	48	7. WABC	741/ 9.3
8. WRKI-F	24/ 3.7	1.8	2.8	2.4	8. WPLR-F	44	8. WPLR-F	682/14.4
9. WCBS	22/ 3.4	5.7	5.3	4.1	9. WOR	38	9. WNAB	658/18.8
10. WHN	15/ 2.3	1.0	2.1	3.0	WPLJ-F	38	10. WHN	550/ 6.7

12+ FM SHARE (METRO): 44.96% (272 of 605) (A/M 80: 40.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNBC	1. WICC	1. WICC	1. WICC	1. WEZN-F	1. WICC
2. WRKI-F	2. WPLR-F	2. WEZN-F	2. WEZN-F	2. WICC	2. WEZN-F
3. WICC	3. WNBC	3. WNBC	3. WNBC	3. WDJZ	3. WNBC
	WKCI-F	4. WPLR-F	4. WKCI-F	4. WNZB	4. WCBS

OTHER RATED STATIONS/METRO SHARE

WABC	770	New York	1.5	WMCA	570	New York	.9
WADS	690	Ansonia	2.3	WMMM	1260	Westport	1.4
WAVZ	1300	New Haven	.8	WNEW	1130	New York	.6
WBLI-F	106.1	Long Island	.8	WOR	710	New York	2.2
WBLS-F	107.5	New York	1.8	WPIX-F	101.9	New York	.3
WCBS-F	101.1	New York	1.1	WPLJ-F	95.5	New York	.6
WDJF-F	107.9	Westport	.3	WQXR-F+	96.3	New York	1.0
WDRC-F	102.9	Hartford	.5	WRFM-F	105.1	New York	.3
WINS	1010	New York	.6	WWYZ-F	92.5	Waterbury	2.2
WKTU-F	92.3	New York	1.2	WYNY-F	97.1	New York	.8
WLYQ-F	95.9	Norwalk	.6				

FORMATS

	AM	FM	TOTAL	%
MOR/AC	174 (4)	26 (3)	200 (7)	33.1
ROCK/AOR/CONTEMP	58 (2)	115 (9)	173 (11)	28.6
BTFL MUSIC		106 (2)	106 (2)	17.6
NEWS/TALK	46 (4)		46 (4)	7.6
BIG BAND/NOSTALGIA	39 (3)		39 (3)	6.4
BLACK/URBAN		20 (2)	20 (2)	3.3
COUNTRY	15 (1)		15 (1)	2.5
CLASSICAL	1 (1)	5 (1)	6 (2)	1.0
			605 (32)	

RADIO STATIONS

WDJZ, 1530, 5 KW (DAYS,DA) , NOSTALGIA ABC-E, $17.50 (Lotus)
WICC, 600, 1 KW/500 W (DA-1),AC/MOR , $33.00 (Roslin) WGN Continenta
WNAB, 1450, 1 KW/250 W , MOR/TALK ABC-I, $33.25 (Savalli)

WEZN-F, 99.9, 25 KW @ 680, BTFL MUS [redacted] ([redacted]) , $60.00 (Katz) Park City
WRKI-F, 95.1, 50 KW @ 500, ROCK , $30.00 (Roslin) (DANBURY)

Other Stations - See New York, New Haven, Hartford

NEWSPAPER Bridgeport Post Telegram ME 90,701

BUFFALO

Market # 32; ADI # 29
Revenue Rank # 29
Income Rank # 20
APR 16.6
SMSA Pop: 1,293,300
CSI: 10.3 Bil (# 32)

Revenue: $15,669,347
Income : $ 2,322,842
% Rev Gain: +11.3
Stations: 22/21
Diaries: 1269/1019:1
CSI HH: 22.2 M (# 112)

National Rev: $4,229,816
Nat Rev per Cap: $3.33
Tot Rev per Cap: $12.13
Tot Inc per Cap: $1.80
Profit Margin: 14.8%
Retail $: 5.3 Bil (# 33)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. WJYE-F	266/15.5	14.0	13.3	15.6	14.9
2. WBEN	230/13.4	14.3	12.2	14.3	13.3
3. WKBW	166/ 9.7	10.1	9.2	10.9	14.0
4. WGRQ-F	131/ 7.6	6.0	6.7	3.6	5.4
5. WBEN-F	121/ 7.1	7.8	9.1	7.7	8.3
6. WGR	120/ 7.0	9.5	9.0	11.0	10.5
7. WPHD-F	109/ 6.4	4.1	5.0	4.0	3.4
8. WBLK-F	107/ 6.2	5.9	5.4	5.6	3.8
9. WWOL	60/ 3.5	2.8	2.5	3.0	2.7
10. WYRK-F	44/ 2.6	3.5	5.0	3.6	4.3
11. WFXZ-F	37/ 2.2	1.6	1.4	2.3	1.5
12. WACJ-F	29/ 1.7	1.8	1.8	1.3	1.9

12+ TSA 1/4	
1. WJYE-F	293
2. WBEN	247
WBEN-F	247
4. WGR	188
WKBW	188
6. WGRQ-F	163
7. WPHD-F	121
8. WBLK-F	107
9. WWOL	71
10. WYRK-F	49
11. WFXZ-F	40
12. WACJ-F	32

12+ TSA CUME/MSA CUME RAT	
1. WKBW	3784/30.6
WGR	3784/25.8
3. WBEN-F	3629/22.3
4. WBEN	3418/29.4
5. WJYE-F	2919/26.0
6. WGRQ-F	2082/15.3
7. WBLK-F	954/ 9.1
8. WFXZ-F	952/ 7.9
9. WWOL	835/ 6.6
10. WYRK-F	811/ 6.9
11. WACJ-F	644/ 5.8
12. WYSL	617/ 5.8

12+ FM SHARE (METRO): 57.23% (895 of 1564) (A/M 80: 55.28%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRQ-F	1. WPHD-F	1. WKBW	1. WJYE-F	1. WJYE-F	1. WBEN
2. WBEN-F	2. WKBW	2. WPHD-F	2. WBEN	2. WBEN	2. WKBW
3. WKBW	3. WGRQ-F	3. WJYE-F	3. WKBW	3. WKBW	3. WGR
4. WBLK-F	4. WBEN-F	4. WBEN-F	4. WGR	4. WGR	4. WBEN-F
	5. WBLK-F	5. WBEN	5. WPHD-F	5. WWOL	5. WJYE-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	166 (1)	408 (6)	574 (7)	36.7
MOR/AC	391 (5)	37 (1)	428 (6)	27.4
BTFL MUSIC		325 (3)	325 (3)	20.8
BLACK/URBAN	17 (1)	107 (1)	124 (2)	7.9
COUNTRY	68 (2)		68 (2)	4.3
BIG BAND	27 (1)		27 (1)	1.7
RELIGION		18 (1)	18 (1)	1.2
			1564 (22)	

BUFFALO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WJYE-F	1. WGR	1. WBEN
2. WBEN	2. WKBW	2. WKBW
3. WBEN-F	3. WBEN-F	3. WJYE-F
4. WGR	4. WBEN	4. WBLK-F
5. WKBW	5. WJYE-F	5. WGR
6. WGRQ-F	6. WGRQ-F	6. WGRQ-F
7. WPHD-F	7. WPHD-F	7. WBEN-F
8. WBLK-F	8. WBLK-F	8. WPHD-F
9. WYRK-F	9. WFXZ-F	9. WWOL
10. WYRK-F	10. WWOL	10. WYRK-F
11. WFXZ-F	11. WYRK-F	
12. WHUG-F	12. WACJ-F	
13. WJTN	13. WYSL	
14. WACJ-F	14. WECK	
15. WECK	15. WDCX-F	

OTHER RATED STATIONS/METRO SHARE			
WDCX-F	99.5		1.1
WECK	1230	Cheektowaga	1.6
WHLD	1270	Niagara Falls	.4
WJJL	1440	Niagara Falls	.6
WUFO	1080	Amherst	1.0
WXRL	1300	Lancaster	.5
WYSL	1400		1.4
WZIR-F	98.5	Niagara Falls	.5
CHRE-F	105.7	St. Catherines	.9
CHUM-F	104.5	Toronto	.5

ADI FM SHARE: 58.02% (1233 of 2125) (A/M 80: 52.08%)

AM STATIONS

WBEN,	930,	5 KW (DA-N),	MOR/AC	NBC,	$100.00	(Eastman)	
WECK,	1230,	1 KW/250 W ,	BIG BAND/NOST (Al Ham)	MBS,	$ 14.38	(Buckley)	
WGR ,	550,	5 KW (DA-N),	MOR	ABC-E,	$123.75	(Katz)	Taft
WKBW,	1520,	50 KW (DA-1),	CONTEMP	,	$ 80.00	(Blair)	Capital Citie
WWOL,	1120,	1 KW (DAYS),	COUNTRY	ABC-I,	$ 16.25	(RKO)	Associated
WYSL,	1400,	1 KW/250 W ,	MOR	CBS,	$ 25.00	(Masla)	
WJTN,	1240,	500 W/250 W ,	MOR	ABC-E,	$ 14.60	(Masla)	Goldman (JAMESTOW

FM STATIONS

WACJ-F,	104.1,	50 KW @ 225,	AC/CONTEMP	ABC-I,MBS,	$ 16.25	(RKO)	Associated
WBEN-F,	102.5,	110 KW @ 1800,	ROCK (TM)	,	$ 65.00	(Eastman)	
WBLK-F,	93.7,	50 KW @ 380,	BLACK	NBN,	$ 29.00	(PRO)	
WDCX-F,	99.5,	110 KW @ ? ? ,	RELIGION	,	$ 13.00	(----)	Crawford
WFXZ-F,	92.9,	91 KW @ 630,	CONTEMP	RKO,	$ 30.00	(Selcom)	
WJYE-F,	96.1,	50 KW @ 480,	BTFL MUS (Schulke)	,	$102.00	(Torbet)	McCormick
WPHD-F,	103.3,	49 KW @ 423,	AOR	ABC-C,	$ 45.00	(Masla)	
WYRK-F,	106.5,	30 KW @ 400,	BTFL MUS	,	$ 22.00	(Savalli)	
WHUG-F,	101.7,	3 KW @ 300,	COUNTRY	,	$ 7.00	(PRO)	(JAMESTOWN)
WGRQ-F,	96.9,	13 KW @ 890,	AOR (Burk-Abr)	Source,	$ 57.50	(Katz)	Taft

TV STATIONS

WGR	Buffalo	2	NBC, Taft
WIVB	Buffalo	4	CBS
WKBW	Buffalo	7	ABC, Capital Cities
WUTV	Buffalo	29	IND

NEWSPAPERS

Buffalo Courier, Express	M	126,197
Buffalo News	E	269,474
Niagara Falls Gazette	E	30,247, Gannett

CANTON

Market # 99	Revenue : $4,710,593	National Rev: $948,592
Revenue Rank # 100	Income : $ 780,345	Nat Rev per Cap: $2.34
Income Rank # 53	% Rev Gain: +5.0	Tot Rev per Cap: $11.61
APR 15.6	Stations: 30/10	Tot Inc per Cap: $1.92
SMSA Pop: 406,900	Diaries: 706/576:1	Profit Margin: 16.6%
CSI: 3.2 Bil (# 96)	CSI HH: 21.9 M (# 124)	Retail $: 1.8 Bil (# 99)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WHBC	88/16.9	20.9	19.6	23.0	1. WHBC	90	1. WHBC	1370/37.0
2. WHBC-F	76/14.6	10.1	12.7	7.8	2. WHBC-F	86	2. WHBC-F	929/22.5
3. WDJQ-F	44/ 8.4	5.6	4.4	2.7	3. WDJQ-F	62	3. WDJQ-F	883/20.6
4. WOOS-F	38/ 7.3	9.0	9.0	9.9	4. WMMS-F	46	4. WOOS-F	787/21.2
5. WMMS-F	32/ 6.1	9.5	9.2	7.2	5. WOOS-F	45	5. WGAR	745/19.4
6. WSLR	29/ 5.6	2.9	5.0	3.9	6. WSLR	31	6. WMMS-F	737/14.4
7. WGAR	24/ 4.6	6.5	5.1	7.8	7. WGAR	30	7. WSLR	468/12.2
8. WFAH	17/ 3.3	1.6	2.2	.6	8. WDBN-F	28	8. WWWE	436/ 6.7
9. WQIO	15/ 2.9	2.3	2.9	3.5	9. WQIO	25	9. WQIO	403/ 5.8
10. WWWM-F	11/ 2.1	.7	1.7	2.1	10. WGCL-F	20	10. WGCL-F	374/ 4.6

12+ FM SHARE (METRO): 56.29% (273 of 485) (A/M 80: 50.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJQ-F	1. WOOS-F	1. WHBC	1. WHBC	1. WHBC	1. WHBC
2. WMMS-F	2. WMMS-F	WOOS-F	2. WHBC-F	WHBC-F	2. WHBC-F
3. WOOS-F	3. WDJQ-F	3. WHBC	3. WDJQ-F	3. WSLR	3. WDJQ-F

OTHER RATED STATIONS/METRO SHARE

WINW	1520		1.0	WJW	850	Cleveland	.4
WNYN	900		1.5	WKDD-F	96.5	Akron	1.3
WTOF-F	98.1		1.5	WKSW-F	99.5	Cleveland	.8
KDKA	1020	Pittsburgh	.4	WNIR-F	100.1	Kent	.8
WAEZ-F	97.5	Akron	1.0	WQXK-F	105.1	Salem	1.9
WAKR	1590	Akron	.6	WWVA	1170	Wheeling	.8
WDBN-F	94.9	Medina	1.5	WWWE	1100	Cleveland	1.5
WDMT-F	107.9	Cleveland	1.7	WYFM-F	102.9	Sharon	.4
WGCL-F	98.5	Cleveland	1.3	WZAK-F	93.1	Cleveland	.8
WHLO	640	Akron	1.3	WZZP-F	106.5	Cleveland	.8

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		145 (8)	145 (8)	29.9
MOR/AC	133 (7)		133 (7)	27.4
BTFL MUSIC	17 (1)	89 (3)	106 (4)	21.9
COUNTRY	56 (4)	14 (2)	70 (6)	14.4
BLACK/URBAN		13 (2)	13 (2)	2.7
RELIGION		8 (1)	8 (1)	1.6
NEWS/TALK	7 (1)		7 (1)	1.4
UNKNOWN		4 (1)	4 (1)	0.8
			485 (30)	

RADIO STATIONS

WFAH, 1310, 1 KW (DAYS,DA), BTFL/MOR	ABC-I, $ 7.00	(----)	(ALLIANCE)
WHBC, 1480, 5 KW (DA-N) , MOR	ABC-E, $38.66	(Christal)	
WQIO, 1060, 5 KW (DAYS,DA), COUNTRY	, $18.00	(P/W)	
WHBC-F, 94.1, 44 KW @ 361, BTFL MUS (Bonne)	, $19.06	(Christal)	
WOOS-F, 106.9, 28 KW @ 341, ROCK (Century 21)	, $17.00	(Howard)	

OTHER STATIONS SEE AKRON AND CLEVELAND

TV STATIONS	WJAN	Canton	17	IND
NEWSPAPER	Canton Repository	E	65,048, Thomson	

CEDAR RAPIDS

Market # 198
Revenue Rank # 97
Income Rank # 56
APR 15.8
SMSA Pop: 167,100
CSI: 1.4 Bil (# 178)

Revenue : $4,840,101
Income : $ 701,894
% Rev Gain: +13.5
Stations: 13/8
Diaries: 599/279:1
CSI HH: 23.3 M (# 66)

National Rev: $1,210,716
Nat Rev per Cap: $7.25
Tot Rev per Cap: $28.97
Tot Inc per Cap: $4.20
Profit Margin: 14.5%
Retail $: .8 Bil (# 185)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WMT	67/30.3	26.5	29.3
2. KQCR-F	38/17.2	10.7	13.8
3. WMT-F	24/10.9	9.7	10.6
4. KCRG	22/10.0	13.3	12.8
5. KRNA-F	21/ 9.5	7.7	---
6. KCDR	15/ 6.8	6.6	10.6
7. KHAK-F	12/ 5.4	8.2	8.0
8. KKRQ-F	6/ 2.7	.5	---
9. KHAK	4/ 1.8	8.2	5.3
10. KFMW-F	3/ 1.4	1.0	---

12+ TSA 1/4	
1. WMT	192
2. KRNA-F	72
3. KQCR-F	61
4. WMT-F	53
5. KCRG	36
6. WHO	35
7. KFMW-F	34
8. KHAK-F	31
9. KKRQ-F	24
10. KCDR	16

12+ TSA CUME/MSA CUME RAT	
1. WMT	1821/45.5
2. KQCR-F	1100/35.1
3. KCRG	1014/39.3
4. KRNA-F	954/20.2
5. WHO	654/ 5.8
6. WMT-F	605/22.5
7. KHAK-F	574/15.7
8. KFMW-F	483/ 3.2
9. KKRQ-F	378/ 6.4
10. KCDR	341/23.0

12+ FM SHARE (METRO): 48.61% (105 of 216) (A/M 80: 42.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQCR-F	1. KQCR-F	1. KQCR-F	1. WMT	1. WMT	1. WMT
2. KRNA-F	2. KCRG	2. WMT	2. KCRG	2. WMT-F	2. KRNA-F
	3. KRNA-F	3. KCRG	3. WMT-F	3. KCDR	3. KQCR-F

OTHER RATED STATIONS/METRO SHARE

KTOF-F 104.5 .5 KXIC 800 Iowa City .5 WHO 1040 Des Moines .9

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	22 (1)	65 (3)	87 (4)	40.3
MOR/AC	68 (2)		68 (2)	31.5
COUNTRY	19 (2)	12 (1)	31 (3)	14.4
BTFL MUSIC		27 (2)	27 (2)	12.5
NEWS/TALK	2 (1)		2 (1)	0.9
RELIGION		1 (1)	1 (1)	0.5
			216 (13)	

RADIO STATIONS

KCDR, 1450, 1 KW/250 W , COUNTRY (Drake-Chen) , $? ? (HR/Stone) Cowle
KCRG, 1600, 5 KW (DA-N) , CONTEMP ABC-E, $19.00 (Mc-Guild) CR Gazette
KHAK, 1360, 1 KW (DAYS,DA), COUNTRY ABC-I, $? ? (Torbet) Stoner
WMT , 600, 5 KW (DA-N) , MOR CBS, $37.25 (Katz)

KHAK-F, 98.1, 100 KW @ 485, COUNTRY ABC-I, $24.25 (Torbet) Stoner
KQCR-F, 102.9, 100 KW @ 350, ROCK (Drake-Chen) , $33.50 (HR/Stone) Cowle
WMT-F , 96.5, 100 KW @ 540, BTFL MUS (Bonne) , $? ? (Katz)
KKRQ-F, 100.7, 30 KW @ 304, CONTEMP RKO, $17.00 (PRO) (IOWA CITY)
KRNA-F, 93.9, 100 KW @ 590, AOR , $18.00 (Roslin) (IOWA CITY)

KFMW-F - See Waterloo

TV STATIONS

KDUB	Dubuque	40	ABC, Lloyd
KCRG	Cedar Rapids	9	ABC, Cedar Rapids Gazette
KWWL	Waterloo	7	NBC, Blackhawk
WMT	Cedar Rapids	2	CBS, Orion

NEWSPAPER

Cedar Rapids Gazette E 68,078

CHARLESTON, SC

Market # 97
Revenue Rank # 102
Income Rank # 151
APR 15.6
SMSA Pop: 416,300
CSI: 1.4 Bil (# 118)

Revenue : $4,566,737
Income : $ 92,293
% Rev Gain: +7.5
Stations: 15/16
Diaries: 663/628:1
CSI HH: 19.0 M (# 260)

National Rev: $650,199
Nat Rev per Cap: $1.64
Tot Rev per Cap: $11.55
Tot Inc per Cap: $ .24
Profit Margin: 2.0%
Retail $: 1.4 Bil (# 118)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	A/M 79
1. WSSX-F	80/15.5	11.1	8.2	10.4
2. WCSC	57/11.0	8.9	10.0	13.4
3. WEZL-F	54/10.5	10.7	10.0	5.5
4. WWWZ-F	51/ 9.9	1.1	2.9	2.2
5. WPAL	47/ 9.1	9.8	10.2	11.8
WXTC-F	47/ 9.1	15.4	13.1	13.8
7. WQIZ	45/ 8.7	5.7	3.5	.4
8. WDWQ-F	27/ 5.2	7.6	9.0	5.3
9. WKTM-F	26/ 5.0	6.5	8.2	12.8
10. WTMA	24/ 4.7	5.9	8.8	10.0

12+ TSA 1/4	
1. WDWQ-F	86
2. WSSX-F	81
3. WXTC-F	73
4. WQIZ	70
5. WWWZ-F	62
6. WCSC	58
WEZL-F	58
8. WPAL	49
9. WKTM-F	26
WTMA	26

12+ TSA CUME/MSA CUME RAT	
1. WCSC	967/26.4
2. WDWQ-F	951/11.1
3. WSSX-F	837/19.9
4. WEZL-F	800/20.1
5. WXTC-F	758/15.1
6. WWWZ-F	641/16.1
7. WTMA	588/16.6
8. WPAL	574/16.1
9. WQIZ	466/ 9.1
10. WKTM-F	463/14.0

12+ FM SHARE (METRO): 58.10% (287 of 494) (A/M 80: 55.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WEZL-F	1. WEZL-F	1. WEZL-F
2. WWWZ-F	2. WCSC	2. WCSC	2. WCSC	2. WXTC-F	2. WCSC
3. WDWQ-F	3. WWWZ-F	3. WWWZ-F	3. WXTC-F	3. WQIZ	3. WQIZ
4. WQIZ	4. WPAL	4. WEZL-F	4. WPAL	4. WCSC	4. WDWQ-F

OTHER RATED STATIONS/METRO SHARE

WAZS	980	Summerville	1.6	WQSN	1450		2.3
WKXZ	910		1.6	WPJS-F	106.7	Orangeburg	.4
WOKE	1340		1.2				

FORMATS

	AM	FM	TOTAL	%
BLACK/URBAN	92 (2)	51 (1)	143 (3)	28.9
ROCK/AOR/CONTEMP		133 (3)	133 (3)	26.9
MOR/AC	87 (3)		87 (3)	17.6
COUNTRY	8 (1)	54 (1)	62 (2)	12.6
BTFL MUSIC	12 (1)	47 (1)	59 (2)	11.9
RELIGION	8 (1)	2 (1)	10 (2)	2.0
			494 (15)	

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N) , AC , $33.00 (Mc-Guild)
WPAL, 730, 1 KW (DAYS) , BLACK , $24.00 (Howard)
WQIZ, 810, 5 KW (DAYS,DA) , BLACK , $10.50 (Selcom) (ST. GEORGE)
WTMA, 1250, 5 KW/1 KW (DA-N), MOR/AC , $23.50 (Eastman) Sconnix

WDWQ-F, 107.5, 100 KW @ 585, ROCK , $14.25 (Selcom) (ST. GEORGE)
WEZL-F, 103.5, 25 KW @ 700, COUNTRY , $36.00 (Masla)
WKTM-F, 102.5, 50 KW @ 220, ROCK , $25.00 (Torbet)
WSSX-F, 95.1, 100 KW @ 432, AOR , $25.00 (Eastman) Sconnix
WWWZ-F, 93.5, 3 KW @ 510, BLACK/URBAN , $28.50 (PRO)
WXTC-F, 96.9, 100 KW @ 782, BTFL MUS (Bonne) , $33.00 (Mc-Guild)

TV STATIONS

WCND	Charleston	2	ABC, State
WCIV	Charleston	4	NBC, Allbritton
WCSC	Charleston	5	CBS

NEWSPAPERS

Charleston Post	E	37,452
Charleston News and Courier	M	68,330
Aiken Standard	E	12,599

CHARLESTON, WV

Market # 145
Revenue Rank # 114
Income Rank # 65
APR 15.1
SMSA Pop: 268,000
CSI: 2.2 Bil (# 129)

Revenue : $4,082,641
Income : $ 628,277
% Rev Gain: +13.9
Stations: 13/11
Diaries: 612/440:1
CSI HH: 21.4 M (# 149)

National Rev: $837,586
Nat Rev per Cap: $3.13
Tot Rev per Cap: $15.23
Tot Inc per Cap: $2.34
Profit Margin: 15.4%
Retail $: 1.3 Bil (# 124)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WVAF-F	72/22.0	20.4	15.3
2. WCAW	56/17.1	13.0	16.3
3. WKLC-F	32/ 9.8	7.4	1.9
4. WKAZ	28/ 8.5	11.5	12.2
5. WQBE-F	25/ 7.6	8.3	8.1
6. WBES-F	24/ 7.3	5.0	6.3
7. WCHS	23/ 7.0	12.1	12.2
8. WTIP	19/ 5.8	6.8	5.3
9. WTIO-F	11/ 3.4	5.0	9.1
10. WZTQ	8/ 2.4	1.2	---

12+ TSA 1/4	
1. WVAF-F	106
2. WCAW	89
3. WQBE-F	63
4. WKLC-F	59
5. WCHS	43
6. WBES-F	33
7. WKAZ	31
8. WHEZ-F	30
9. WTIP	21
10. WEMM-F	19

12+ TSA CUME/MSA CUME RAT	
1. WVAF-F	1190/33.7
2. WCAW	1100/29.8
3. WCHS	1094/25.9
4. WQBE-F	853/15.9
5. WKAZ	674/25.3
6. WKLC-F	634/17.0
7. WBES-F	434/14.7
8. WEMM-F	328/ 3.9
9. WTIP	261/10.4
10. WHEZ-F	244/ 1.8

12+ FM SHARE (METRO): 55.95% (174 of 311) (A/M 80: 50.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVAF-F	1. WVAF-F	1. WVAF-F	1. WCAW	1. WCAW	1. WVAF-F
2. WKLC-F	2. WKLC-F	2. WCAW	2. WVAF-F	2. WQBE-F	2. WCHS
3. WCAW	3. WKAZ	3. WKLC-F	3. WKAZ	3. WBES-F	3. WCAW

OTHER RATED STATIONS/METRO SHARE

WSCW	1410		.9
WEMM-F	107.9	Huntington	1.8
WHEZ-F	103.3	Huntington	1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (1)	104 (2)	132 (3)	42.4
COUNTRY	56 (1)	25 (1)	81 (2)	26.0
BTFL MUSIC	19 (1)	39 (3)	58 (4)	18.6
MOR/AC	31 (2)		31 (2)	10.0
RELIGION	3 (1)	6 (1)	9 (2)	2.9
			311 (13)	

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY	ABC-E, $32.00	(Eastman)	Capitol (JOHNSON)
WCHS, 580, 5 KW (DA-N), MOR/AC	CBS, $37.75	(Blair)	Rollins
WKAZ, 950, 5 KW/1 KW (DA-N), CONTEMP/AC	ABC-C, $41.63	(Mc-Guild)	Nininger
WTIP, 1240, 1 KW/250 W, BTFL MUS	NBC, $11.70	(Masla)	
WZTQ, 1080, 5 KW (DAYS,DA), MOR	, $ 4.50	(----)	(HURRICANE)
WBES-F, 96.1, 50 KW @ 830, BTFL MUS (Bonne)	CBS, $18.00	(Blair)	Rollins
WKLC-F, 105.1, 50 KW @ 500, AOR (Burk-Abr)	Source, $20.00	(Torbet)	
WQBE-F, 97.5, 50 KW @ 500, COUNTRY	ABC-I, $41.63	(Mc-Guild)	Nininger
WTIO-F, 102.7, 50 KW @ 540, BTFL/CLASS/BIG BAND	ABC-F, $32.00	(Eastman)	Capitol (JOHNSON)

WEMM-F, WHEZ-F - See Huntington

FOR TV, ADI AND NEWSPAPER INFO SEE HUNTINGTON

CHARLOTTE

Market # 66; ADI # 35
Revenue Rank # 35
Income Rank # 24
APR 15.1
SMSA Pop: 638,800
CSI: 5.0 Bil (# 65)

Revenue : $13,386,258
Income : $ 1,954,178
% Rev Gain: +14.3
Stations: 21/21
Diaries: 853/749:1
CSI HH: 22.3 M (# 103)

National Rev: $3,529,098
Nat Rev perCap: $5.73
Tot Rev per Cap: $21.75
Tot Inc per Cap: $3.17
Profit Margin: 14.6%
Retail $: 2.8 Bil (# 61)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WSOC-F	120/15.3	12.6	10.9	12.6	14.4
2. WBT	116/14.8	15.9	15.6	17.2	17.7
3. WBCY-F	72/ 9.2	8.7	6.9	7.2	8.2
4. WROQ-F	70/ 8.9	10.5	9.2	11.1	6.9
5. WEZC-F	69/ 8.8	9.9	8.8	6.8	10.2
6. WAYS	68/ 8.7	8.5	9.7	10.4	11.1
7. WPEG-F	58/ 7.4	7.3	6.3	4.9	5.3
8. WGIV	37/ 4.7	4.4	6.4	5.4	5.5
9. WSOC	35/ 4.5	3.8	6.1	4.7	3.5
10. WZXI-F	26/ 3.3	3.0	2.9	2.6	1.0

12+ TSA 1/4	
1. WSOC-F	409
2. WROQ-F	245
3. WBT	208
4. WBCY-F	179
5. WEZC-F	167
6. WAYS	82
7. WPEG-F	81
8. WZXI-F	53
9. WSOC	47
10. WGIV	38

12+ TSA CUME/MSA CUME RAT	
1. WSOC-F	3904/22.3
2. WBT	3218/33.7
3. WROQ-F	2912/19.3
4. WBCY-F	2452/21.6
5. WAYS	1786/24.9
6. WEZC-F	1581/13.8
7. WPEG-F	1224/14.6
8. WSOC	1097/13.9
9. WZXI-F	969/ 8.9
10. WGIV	607/10.3

12+ FM SHARE (METRO): 55.96% (418 of 747) (A/M 80: 49.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPEG-F	1. WROQ-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F
2. WBCY-F	2. WBCY-F	2. WBT	2. WBT	2. WBT	2. WROQ-F+
3. WROQ-F	3. WBT	3. WROQ-F	3. WAYS	3. WEZC-F	3. WBT
4. WAYS	4. WAYS	4. WBCY-F	4. WBCY-F		4. WBCY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	76 (2)	168 (3)	244 (5)	32.7
MOR/AC	148 (5)		148 (5)	19.8
COUNTRY	24 (3)	120 (1)	144 (4)	19.3
BLACK	37 (1)	58 (1)	95 (2)	12.7
BTFL MUSIC		72 (2)	72 (2)	9.6
NEWS/TALK	35 (1)		35 (1)	4.6
RELIGION	9 (2)		9 (2)	1.2
			747 (21)	

CHARLOTTE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WSOC-F	1. WSOC-F	1. WBT
2. WROQ-F	2. WBT	2. WSOC-F
3. WBT	3. WROQ-F	3. WPEG-F
4. WBCY-F	4. WBCY-F	4. WEZC-F
5. WEZC-F	5. WAYS	5. WAYS
6. WXRC-F	6. WEZC-F	6. WROQ-F
7. WAYS	7. WPEG-F	7. WBCY-F
8. WPEG-F	8. WSOC	8. WSOC
9. WFMX-F	9. WXRC-F	9. WGIV
10. WZXI-F	10. WZXI-F	10. WZXI-F
11. WSOC	11. WGIV	
12. WGIV	12. WXIK-F	
13. WTQR-F	13. WHKY-F	
14. WATA	14. WPDZ-F	
WHKY-F	WTQR-F	

OTHER RATED STATIONS/METRO SHARE

WAAK	960	Dallas	1.0
WAME	1480		.8
WCGC	1270	Belmont	.6
WGAS	1420	Gastonia	.6
WGNC	1450	Gastonia	1.9
WHVN	1310		.4
WIST	1240		1.7
WIXE	1190	Monroe	.8
WLTC	1370	Gastonia	.6
WMAP	1060	Monroe	.9
WSPA-F	98.9	Spartanburg	.4

ADI FM SHARE: 71.73% (1403 of 1956) (A/M 80: 58.03%)

AM STATIONS

WAYS, 610, 5 KW/1 KW (DA-2), CONTEMP (Burk-Abr) , $ 80.50 (Eastman)
WBT , 1110, 50 KW (DA-N) , AC/CONTEMP ABC-E, $140.00 (Blair) Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N), BLACK , $ 23.75 (Selcom)
WSOC, 930, 5 KW/1 KW (DA-N), NEWS* MBS,NBC, $ 34.50 (Christal) Cox
WATA, 1450, 1 KW/250 W , ? ? ABC-C,MBS, $ 5.00 (----) (BOONE,NC)

*Station now programming Nostalgia/Big Band

FM STATIONS

WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr) , $ 80.50 (Eastman)
WBCY-F, 107.9, 100 KW @ 980, ROCK ABC-F, $ 60.00 (Blair) Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, BTFL MUS , $ 68.00 (Torbet) EZ
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM) MBS, $ 75.00 (Christal) Cox
WZXI-F, 101.9, 43 KW @ 870, SOFT ROCK ABC-E, $ 12.50 (Masla)
WPEG-F, 97.9, 20 KW @ 390, BLACK (Drake-Chen) SBN, $ 28.00 (HR/Stone)
WXRC-F, 95.7, 100 KW @ 330, ROCK (TM) , $ 14.12 (Southern) (HICKORY)
WFMX-F, 105.7, 100 KW @ 350, COUNTRY , $ 5.00 (Southern) (STATESVILL
WHKY-F, 102.9, 15 KW @ 325, RELIGION ABC-F, $ 6.00 (----) (HICKORY)
WXIK-F, 96.1, 100 KW @ 286, CONTEMP MBS, $ 6.50 (Southern) (SHELBY)
WPDZ-F, 103.1, 3 KW @ 280, ROCK ABC-F, $? ? ? (----) (CHERAW,SC)

TV STATIONS

WBTV	Charlotte	3	CBS, Jeff-Pilot
WCCB	Charlotte	18	IND, Bahakel
WPCQ	Charlotte	36	NBC, Westinghouse
WSOC	Charlotte	9	ABC, Cox
WHKY	Hickory	14	IND

NEWSPAPERS

Charlotte Observer	M	169,400, Knight-Ridder
Charlotte News	E	51,809, Knight-Ridder
Gastonia Gazette	E	34,333, Freedom

CHATTANOOGA

Market # 96
Revenue Rank # 108
Income Rank # 198
APR 13.9
SMSA Pop: 426,000
CSI: 3.1 Bil (# 97)

Revenue : $4,355,820
Income : $ -80,505
% Rev Gain: -6.4
Stations: 17/14
Diaries: 724/588:1
CSI HH: 18.5 M (# 278)

National Rev: $619,466
Nat Rev per Cap: $1.52
Tot Rev per Cap: $10.68
Tot Inc per Cap: $-.20
Profit Margin: ---
Retail $: 1.7 Bil (# 102)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WDEF	65/13.5	16.8	14.6	14.3	18.7	1. WSKZ-F	133	1. WSKZ-F	1679/23.6
WSKZ-F	65/13.5	14.8	15.1	17.8	12.4	2. WDEF-F	88	2. WFLI	1218/22.1
3. WJTT-F	55/11.4	9.6	.9	1.1	.6	3. WDOD-F	73	3. WDEF-F	1065/20.8
4. WDEF-F	54/11.2	11.4	12.5	14.9	7.9	4. WDEF	66	4. WDOD-F	959/14.5
5. WDOD	43/ 8.9	9.2	13.5	8.2	9.8	5. WFLI	65	5. WDEF	921/24.1
6. WFLI	38/ 7.9	12.4	4.5	5.1	8.3	6. WJTT-F	56	6. WDOD	741/19.0
7. WDOD-F	34/ 7.0	.6	2.6	4.0	5.1	7. WDOD	43	7. WGOW	709/17.7
8. WGOW	31/ 6.4	4.2	5.6	6.7	6.1	8. WGOW	33	8. WJTT-F	533/14.2
9. WNOO	14/ 2.9	2.8	11.2	8.0	6.9	9. WJSQ-F	20	9. WNOO	253/ 7.1
10. WJSQ-F	12/ 2.5	---	---	---	---	10. WNOO	14	10. WJSQ-F	219/ 3.2

12+ FM SHARE (METRO): 51.01% (227 of 445) (A/M 80: 35.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WDEF-F	1. WDEF	1. WSKZ-F
2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WDEF	WDEF-F	2. WDEF
	3. WGOW	3. WFLI	WJTT-F	3. WDOD	3. WDOD-F
	4. WDOD-F	WDEF-F	4. WFLI	4. WFLI	4. WDEF-F

OTHER RATED STATIONS/METRO SHARE

WDXB	1490		.4	WMOC	1450		1.9
WEPG	910	S. Pittsburg	1.2	WRIP	980	Rossville,GA	.4
WKXC-F	102.3	Soddy-Daisy	1.4	WSVC	1190	Dunlap	.8
WLFA	1590	Lafayette, GA	1.2				

FORMATS

	AM	FM	TOTAL	%
COUNTRY	83 (3)	46 (2)	129 (5)	28.9
ROCK/AOR/CONTEMP	31 (1)	72 (2)	103 (3)	23.0
MOR/AC	71 (2)		71 (2)	15.9
BLACK	14 (1)	55 (1)	69 (2)	15.4
BTFL MUSIC		54 (1)	54 (1)	12.1
RELIGION	11 (2)		11 (2)	2.5
UNKNOWN	10 (2)		10 (2)	2.2
			447 (17)	

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, $37.25	(Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E, $22.50	(Torbet)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2)	,COUNTRY	ABC-C, $47.00	(Mc-Guild)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, CONTEMP	, $30.62	(Eastman)	
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, $14.00	(Lazar)	
WDEF-F, 92.3, 100 KW @ 895	, BTFL MUS (FM-100)	, $37.25	(Katz)	Park
WDOD-F, 96.5, 19 KW @ 1010	, COUNTRY (?)	RKO, $11.00	(Torbet)	Bahakel
WJTT-F, 94.3, 3 KW @ 325	, BLACK (?)	ABC-C, $? ?	(Mc-Guild)	
WSKZ-F, 106.5, 100 KW @ 1076	, ROCK	, $42.88	(Eastman)	
WJSQ-F, 101.7, 1.2 KW @ 440	, COUNTRY	, $ 5.00	(----)	(ATHENS)

TV STATIONS

WDEF	Chattanooga	12	CBS, Park	WRCB	Chattanooga	3	ABC, Ziff-Davis
WRIP	Chattanooga	61	IND	WTVC	Chattanooga	9	ABC

NEWSPAPERS

Chattanooga News-Free Press	E	62,451
Chattanooga Times	M	50,346

CHICAGO

Market # 3; ADI # 3	Revenue : $95,126,212	National Rev: $28,788,669
Revenue Rank # 3	Income : $ 7,220,660	Nat Rev per Cap: $4.08
Income Rank # 6	% Rev Gain: +8.6	Tot Rev per Cap: $13.48
APR 16.1	Stations: 30/64	Tot Inc per Cap: $1.02
SMSA Pop: 7,140,200	Diaries: 3217/2220:1	Profit Margin: 7.6%
CSI: 65.3 Bil (# 3)	CSI HH: 26.0 M (# 15)	Retail $: 30.3 M (# 3)

12+ METRO 1/4/SHARE		WIN 81	FAL 80	SUM 80	SPG 80
1. WGN	960/9.5	10.5	9.7	12.0	10.9
2. WBBM	722/7.1	6.1	5.8	6.6	6.5
3. WLOO-F	673/6.7	6.9	6.9	6.0	6.7
4. WMAQ	515/5.1	5.1	4.9	4.7	4.9
5. WLS	499/4.9	5.3	5.7	5.7	6.4
6. WLS-F	430/4.3	3.5	1.2	2.2	2.4
7. WGCI-F	412/4.1	4.9	6.0	4.1	3.5
8. WIND	382/3.8	3.2	4.6	4.1	4.6
9. WKQX-F	370/3.7	3.0	3.2	2.9	3.2
10. WJPC	367/3.6	2.6	2.3	1.9	1.6
11. WMET-F	351/3.5	4.0	3.5	3.2	2.1
12. WCLR-F	336/3.3	3.2	3.3	3.1	2.8
13. WLAK-F	331/3.3	4.4	4.6	5.0	4.6
14. WJEZ-F	315/3.1	2.5	3.3	2.3	3.1
15. WLUP-F	313/3.1	3.4	3.8	4.7	4.0
16. WAIT	300/3.0	1.9	1.3	2.0	2.2
17. WFYR-F	282/2.8	3.3	3.1	3.4	3.3
18. WBMX-F	260/2.6	3.1	2.9	3.6	3.4
19. WBBM-F	242/2.4	2.6	2.5	2.4	2.3
20. WFMT-F	194/1.9	1.9	1.8	1.6	2.0

12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WGN	1239	1. WLS	21742/18.6
2. WMAQ	1067	2. WMAQ	18387/13.9
3. WLS	925	3. WGN	17401/20.0
4. WBBM	877	4. WBBM	15795/19.4
5. WLOO-F	688	5. WLS-F	8533/13.0
6. WLS-F	448	6. WLOO-F	7900/12.3
7. WIND	418	7. WLUP-F	7188/10.4
8. WGCI-F	412	8. WKQX-F	6811/10.4
9. WKQX-F	380	9. WCLR-F	6613/10.1
10. WMET-F	371	10. WMET-F	6567/10.1
11. WJPC	368	11. WIND	5969/ 8.4
12. WLAK-F	361	12. WGCI-F	5645/ 9.0
13. WCLR-F	360	13. WBBM-F	5536/ 8.2
14. WLUP-F	349	14. WBMX-F	5365/ 8.1
15. WAIT	339	15. WLAK-F	5362/ 7.9
16. WJEZ-F	323	16. WFYR-F	5267/ 8.1
17. WFYR-F	293	17. WCFL	4833/ 6.4
18. WBMX-F	289	18. WJEZ-F	4802/ 7.1
19. WBBM-F	255	19. WJPC	4254/ 6.8
20. WCFL	208	20. WAIT	4048/ 5.4

12+ FM SHARE (METRO): 54.64% (5087 of 9309) (A/M 80: 54.56%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLS	1. WLS-F	1. WGN	1. WGN	1. WGN	1. WGN
2. WLS-F	2. WGCI-F	2. WLS	2. WLOO-F	2. WLOO-F	2. WLS+
3. WMET-F	3. WLS	3. WGCI-F	3. WMAQ	3. WBBM	3. WBBM
4. WLUP-F	4. WMET-F	4. WLS-F	4. WBBM	4. WMAQ	4. WMAQ
5. WJPC	5. WKQX-F	5. WKQX-F	5. WLS	5. WAIT	5. WLOO-F
6. WJPC	6. WFYR-F	6. WCLR-F	6. WCLR-F	6. WLAK-F	6. WIND
7. WKQX-F	7. WLUP-F	7. WLOO-F	7. WJEZ-F	7. WJEZ-F	7. WGCI-F
8. WBMX-F	8. WCLR-F	8. WFYR-F	8. WGCI-F	8. WIND	8. WJPC
	9. WJPC	9. WMAQ	9. WFYR-F	9. WLS	9. WCLR-F
	10. WBMX-F	WJPC	10. WKQX-F	10. WFMT-F	10. WJEZ-F

FORMATS	AM	FM	TOTAL	%
MOR/AC	1189 (3)	938 (4)	2127 (7)	22.8
ROCK/AOR/CONTEMP	499 (1)	1596 (5)	2095 (6)	22.5
BTFL MUSIC	300 (1)	1167 (3)	1467 (4)	15.8
BLACK/URBAN/JAZZ	520 (2)	727 (3)	1247 (5)	13.4
NEWS/TALK	1104 (2)		1104 (2)	11.9
COUNTRY	610 (2)	315 (1)	925 (3)	9.9
CLASSICAL		249 (2)	249 (2)	2.7
SPANISH		95 (1)	95 (1)	1.0
			9309 (30)	

CHICAGO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WGN	1. WLS	1. WLS
2. WBBM	2. WGN	2. WMAQ
3. WLOO-F	3. WBBM ——	3. WGN
4. WMAQ	4. WMAQ	4. WGCI-F
5. WLS	5. WLS-F	5. WBBM
6. WLS-F	6. WLOO-F	6. WLOO-F
7. WGCI-F	7. WLUP-F	7. WJPC
8. WIND	8. WKQX-F	8. WBMX-F
9. WKQX-F	9. WCLR-F	9. WJEZ-F
10. WMET-F	10. WMET-F	10. WIND
11. WCLR-F	11. WGCI-F	
12. WLAK-F	12. WIND	
13. WLUP-F	13. WLAK-F	
14. WAIT	14. WBBM-F	
15. WJEZ-F	15. WFYR-F	

OTHER RATED STATIONS/METRO SHARE

WCFL	1000		1.7
WEFM-F	99.5		1.6
WJJD	1160		.9
WJOB	1230	Hammond	.5
WNIB-F	97.1		.5
WOJO-F	105.1	Evanston	.9
WVON	1390		1.5
WXFM-F	105.9	Elmwood Park	.5
WXRT-F	93.1		1.3
WYEN-F	106.7	Des Plaines	.8

ADI FM SHARE: 53.02% (5238 of 9880) (A/M 80: 53.02%)

AM STATIONS

WAIT,	820,	5 KW (DAYS),	BTFL MUS (FM-100)	,	$ 66.67	(Mc-Guild)	Century
WBBM,	780,	50 KW ,	NEWS	CBS,	$218.75	(CBS Spot)	CBS
WCFL,	1000,	50 KW (DA-2),	AC	MBS,	$ 91.00	(----)	Mutual
WGN ,	720,	50 KW ,	MOR/TALK	,	$201.00	(Buckley)	WGN Cont
WIND,	560,	5 KW (DA-2),	TALK/NEWS	ABC-E,	$125.00	(RAR)	Westinghouse
WJPC,	950,	1 KW/5 KW ,	BLACK	NBN,	$ 78.00	(----)	
WLS ,	890,	50 KW ,	ROCK	ABC-C,	$256.25	(Blair)	ABC
WMAQ,	670,	50 KW ,	COUNTRY	NBC,	$200.00	(Eastman)	NBC
WVON,	1390,	5 KW (DA-1),	BLACK	SBN,	$ 70.00	(Selcom)	Gannett

FM STATIONS

WBBM-F,	96.3,	6.2 KW @ 1174,	SOFT/AC	,	$ 96.00	(CBS FM)	CBS
WBMX-F,	102.7,	6 KW @ 1170,	BLACK	,	$125.00	(Howard)	
WCLR-F,	101.9,	3 KW @ 1500,	MOR/AC	,	$116.25	(Torbet)	Bonneville
WEFM-F,	99.5,	6 KW @ 1170,	BTFL MUS (Schulke II)	,	$ 90.00	(HR/Stone)	GCC
WFMT-F,	98.7,	16 KW @ 1167,	CLASSICAL	,	$ 91.25	(CMBS)	
WFYR-F,	103.5,	3 KW @ 1552,	AC	RKO,	$137.50	(RKO)	RKO
WGCI-F,	107.5,	33 KW @ 600,	BLACK	,	$100.00	(Selcom)	Gannett
WJEZ-F,	104.3,	19 KW @ 820,	COUNTRY	ABC-I,	$ 69.59	(MMR)	Plough
WKQX-F,	101.1,	6 KW @ 1170,	AC/CONTEMP	,	$103.12	(Eastman)	NBC
WLAK-F,	93.9,	4.6 KW @ 1530,	BTFL MUS (Schulke)	,	$165.00	(Katz)	Storer
WLOO-F,	100.3,	6.2 KW @ 1167,	BTFL MUS (FM-100)	,	$230.00	(Mc-Guild)	Century
WLS-F ,	94.7,	6.2 KW @ 1170,	ROCK	ABC-F,	$100.00	(Blair)	ABC
WLUP-F,	97.9,	6 KW @ 1170,	AOR (Burk-Abr)	,	$166.25	(Christal)	Heftel
WMET-F,	95.5,	6 KW @ 1170,	AOR	Source,	$171.88	(Katz)	Metromedia

TV STATIONS

WBBM	Chicago	2	CBS, CBS	WLS	Chicago	7	ABC, ABC
WCIU	Chicago	26	IND	WMAQ	Chicago	5	NBC, NBC
WFLD	Chicago	32	IND, Field	WSNS	Chicago	44	IND, Harriscope
WGN	Chicago	9	IND, WGN Cont				

NEWSPAPERS

Chicago Tribune	AD	789,767, WGN Cont
Chicago Sun Times	E	657,275, Field

CINCINNATI

Market # 28; ADI # 27
Revenue Rank # 21
Income Rank # 18
APR 14.7
SMSA Pop: 1,395,800
CSI: 11.1 Bil (# 30)

Revenue : $21,623,963
Income : $ 2,413,557
% Rev Gain: +5.6
Stations: 22/19
Diaries: 1308/1067:1
CSI HH: 22.7 M (# 88)

National Rev: $4,810,015
Nat Rev per Cap: $3.47
Tot Rev per Cap: $15.60
Tot Inc per Cap: $1.74
Profit Margin: 11.2%
Retail $: 6.0 Bil (# 29)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. WLW	184/11.0	8.5	14.5	9.9	15.6
2. WWEZ-F	164/ 9.8	9.7	6.3	7.6	7.1
3. WKRQ-F	161/ 9.6	10.5	10.7	11.8	12.1
WEBN-F	161/ 9.6	8.6	9.7	9.1	4.3
5. WKRC	154/ 9.2	10.4	8.0	9.6	8.3
6. WCKY	132/ 7.9	6.4	8.0	11.1	10.8
7. WRRM-F	118/ 7.1	3.4	3.1	5.0	5.0
8. WCIN	97/ 5.8	4.6	4.3	3.2	2.7
9. WUBE-F	70/ 4.2	5.7	5.8	5.4	5.1
10. WSAI	48/ 2.9	2.6	3.9	3.0	3.1
11. WSKS-F	43/ 2.6	3.0	2.4	2.2	3.1
12. WYYS-F	42/ 2.5	4.1	1.6	1.8	1.3

12+ TSA 1/4	
1. WLW	323
2. WHIO-F	314
3. WKRQ-F	246
4. WKRC	206
5. WWEZ-F	200
6. WEBN-F	199
7. WCKY	144
8. WTUE-F	138
9. WRRM-F	133
10. WONE	119
11. WUBE-F	109
12. WCIN	97

12+ TSA CUME/MSA CUME RAT	
1. WLW	6276/29.8
2. WKRQ-F	4267/24.2
3. WKRC	3555/23.4
4. WHIO-F	3261/ 1.7
5. WEBN-F	2708/18.6
6. WWEZ-F	2544/16.2
7. WSKS-F	2348/ 9.5
8. WYYS-F	2161/10.8
9. WTUE-F	2095/ 1.6
10. WONE	2069/ 1.6
11. WCKY	1851/13.6
12. WRRM-F	1747/12.8

12+ FM SHARE (METRO): 56.46% (874 of 1548) (A/M 80: 53.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WKRC	1. WWEZ-F	1. WLW
WKRQ-F	2. WKRQ-F	2. WKRQ-F	2. WLW	2. WLW	2. WKRC
3. WCIN	3. WRRM-F	3. WRRM-F	3. WWEZ-F	3. WCKY	3. WHIO-F
4. WYYS-F	4. WKRC	4. WKRC	4. WRRM-F	4. WKRC	4. WCKY
5. WSKS-F	5. WCIN	5. WLW	5. WKRQ-F	5. WRRM-F	5. WKRQ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		569 (7)	569 (7)	36.8
MOR/AC	482 (4)		482 (4)	31.1
BTFL MUSIC		193 (3)	193 (3)	12.5
COUNTRY	72 (3)	104 (2)	176 (5)	11.4
BLACK/URBAN	97 (1)		97 (1)	6.3
VARIETY	23 (1)		23 (1)	1.5
RELIGION		8 (1)	8 (1)	0.5
			1548 (22)	

CINCINNATI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WLW	1. WLW	1. WLW
2. WKRQ-F	2. WKRQ-F	2. WKRQ-F
3. WWEZ-F	3. WKRC	3. WCIN
4. WKRC	4. WEBN-F	4. WEBN-F
5. WEBN-F	5. WWEZ-F	5. WKRC
6. WCKY	6. WYYS-F	6. WCKY
7. WRRM-F	7. WCKY	7. WWEZ-F
8. WUBE-F	8. WRRM-F	8. WRRM-F
9. WCIN	9. WSKS-F	9. WUBE-F
10. WYYS-F	10. WUBE-F	10. WSAI-F
11. WSAI	11. WSAI	
12. WSKS-F	12. WCIN	
13. WBLZ-F	13. WSAI-F	
WSAI-F	14. WMOH	
15. WNOP	15. WBLZ-F	

OTHER RATED STATIONS/METRO SHARE			
WBLZ-F	103.5	Hamilton	2.2
WHKK-F	100.9	Erlanger	.5
WLYK-F	107.1	Milford	1.3
WNOP	740	Newport	1.4
WSAI-F	94.1		2.0
WUBE	1230		.7
WPFB	910	Middletown	.7
WHIO-F	99.1	Dayton	.5
WONE	980	Dayton	.7
WTUE-F	104.7	Dayton	.4

ADI FM SHARE: 56.93% (1166 of 2048) (A/M 80: 54.84%)

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK NBN, $31.50 (Selcom) BENI
WCKY, 1530, 50 KW (DA-N), MOR CBS, $63.75 (Eastman) Federated
WKRC, 550, 5 KW/1 KW (DA-2), AC ABC-E, $60.25 (Katz) Taft
WLW, 700, 50 KW, MOR/AC NBC, $86.25 (CBS Spot)

WNOP, 740, 1 KW (DAYS,DA), VARIETY, $20.00 (----)
WSAI, 1360, 5 KW (DA-N), COUNTRY MBS, $23.60 (Blair) Affiliated
WUBE, 1230, 1 KW/250 W, COUNTRY, $25.00 (Mc-Guild) Plough
WMOH, 1450, 1 KW/250 W, MOR ABC-C, $16.50 (HR/Stone) (HAMILTON)

FM STATIONS

WBLZ-F, 103.5, 50 KW @ 500, CONTEMP, $21.00 (Selcom) BENI (HAMILTON)
WEBN-F, 102.7, 31 KW @ 610, AOR (Burk-Abr), $69.00 (Torbet) Wood
WKRQ-F, 101.9, 25 KW @ 660, ROCK, $105.00 (Katz) Taft
WRRM-F, 98.5, 15 KW @ 810, SOFT ROCK, $47.50 (Torbet) Susquehanna
WSAI-F, 94.1, 32 KW @ 550, COUNTRY ABC-C, $23.60 (Blair) Affiliated

WUBE-F, 105.1, 11 KW @ 920, COUNTRY, $45.00 (Mc-Guild) Plough
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Schulke), $63.75 (Eastman) Federated
WSKS-F, 96.5, 50 KW @ 810, CONTEMP ABC-F,Source, $37.00 (CBS/FM) Mariner (HAMILTON)
WYYS-F, 94.9, 27 KW @ 640, CONTEMP, $24.00 (MMR) Heftel (FAIRFIELD)

Other Stations - See Dayton

TV STATIONS

WCPO	Cincinnati	9	CBS, Scripps-Howard
WKRC	Cincinnati	12	ABC, Taft
WLWT	Cincinnati	5	NBC, Multimedia
WXIX	Newport, Ky	19	IND, Metromedia

NEWSPAPERS

Cincinnati Post	E	179,827, Scripps-Howard
Cincinnati Enquirer	M	181,555, Gannett

CLEVELAND

Market # 20; ADI # 9
Revenue Rank # 14
Income Rank # 15
APR 16.2
SMSA Pop: 1,912,300
CSI: 17.1 Bil (# 18)

Revenue : $30,719,520
Income : $ 3,121,477
% Rev Gain: +15.2
Stations: 24/24
Diaries: 1623/1178:1
CSI HH: 25.0 M (# 28)

National Rev: $7,691,729
Nat Rev per Cap: $4.00
Tot Rev per Cap: $15.96
Tot Inc per Cap: $1.62
Profit Margin: 10.2%
Retail $: 8.2 Bil (# 19)

12+ METRO 1/4/SHARE		WIN 81	O/N 80	A/M 80
1. WMMS-F	267/10.5	10.5	8.5	9.0
2. WDOK-F	215/ 8.4	10.1	9.1	8.3
3. WQAL-F	203/ 8.0	9.1	9.4	10.4
4. WHK	195/ 7.6	5.3	8.5	7.0
5. WGCL-F	160/ 6.3	7.3	6.6	5.9
6. WZZP-F	157/ 6.2	6.9	5.2	6.0
7. WERE	155/ 6.1	5.8	6.7	7.9
8. WWWE	145/ 5.7	3.8	3.2	5.5
9. WGAR	131/ 5.1	4.5	4.8	5.3
10. WJW	92/ 3.6	3.4	5.1	4.8
WLYT-F	92/ 3.6	3.2	2.4	2.8
12. WKSW-F	87/ 3.4	3.8	3.8	2.6
13. WWWM-F	79/ 3.1	3.0	3.0	2.0
14. WZAK-F	74/ 2.9	.9	1.0	1.0
15. WDMT-F	71/ 2.8	5.8	5.3	4.5
16. WJMO	60/ 2.4	3.2	2.7	2.4
17. WCLV-F	55/ 2.2	2.0	2.0	2.4

12+ TSA 1/4	
1. WMMS-F	527
2. WGCL-F	345
3. WQAL-F	280
4. WDOK-F	275
5. WZZP-F	271
6. WWWE	239
7. WHK	234
8. WGAR	212
9. WKSW-F	162
10. WERE	158
11. WWWM-F	140
12. WDMT-F	119
13. WAKR	114
14. WJW	107
15. WZAK-F	99
16. WLYT-F	98
17. WDBN-F	93

12+ TSA CUME/MSA CUME RAT	
1. WMMS-F	6967/21.5
2. WGCL-F	5755/18.7
3. WWWE	4855/17.5
4. WGAR	4110/14.3
5. WZZP-F	3777/14.5
6. WDOK-F	3612/17.2
7. WQAL-F	3239/15.4
8. WWWM-F	3104/12.3
9. WHK	2583/12.7
10. WERE	2428/14.7
11. WLYT-F	2201/12.3
12. WAKR	2004/ 1.4
13. WKSW-F	1898/ 6.9
14. WDMT-F	1821/ 7.0
15. WJW	1721/ 8.1
16. WZAK-F	1594/ 7.2
17. WDBN-F	1269/ 2.3

12+ FM SHARE (METRO): 63.06% (1509 of 2393) (A/M 80: 60.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WQAL-F	1. WQAL-F	1. WMMS-F
2. WMMS-F	2. WZZP-F	2. WZZP-F	2. WHK	2. WDOK-F	2. WHK
3. WLYT-F	3. WGCL-F	3. WGCL-F	3. WZZP-F	3. WHK	3. WGAR
4. WZAK-F	4. WWWM-F	4. WHK	4. WGAR	4. WERE	4. WGCL-F
5. WJMO	5. WGAR	WQAL-F	5. WDOK-F	5. WWWE	5. WQAL-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		775 (6)	775 (6)	32.4
BTFL MUSIC		447 (3)	447 (3)	18.7
MOR/AC	388 (5)		388 (5)	16.2
COUNTRY	195 (1)	87 (1)	282 (2)	11.8
BLACK/DISCO	99 (2)	145 (2)	244 (4)	10.2
NEWS/TALK	155 (1)		155 (1)	6.5
CLASSICAL		55 (1)	55 (1)	2.3
RELIGION	27 (1)		27 (1)	1.1
BIG BAND	20 (1)		20 (1)	0.8
			2393 (24)	

CLEVELAND ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WMMS-F	1. WMMS-F	1. WHK
2. WGCL-F	2. WGCL-F	2. WDOK-F
3. WQAL-F	3. WWWE	3. WMMS-F
4. WDOK-F	4. WGAR	4. WGAR
5. WZZP-F	5. WZZP-F	5. WQAL-F
6. WHK	6. WDOK-F	6. WERE
7. WWWE	7. WQAL-F	7. WZAK-F
8. WGAR	8. WWWM-F	8. WGCL-F
9. WKSW-F	9. WHK	9. WWWE
10. WERE	10. WERE	WJMO
11. WWWM-F	11. WLYT-F	
12. WAKR	12. WAKR	
13. WDMT-F	13. WKSW-F	
14. WJW	14. WJW	
15. WZAK-F	15. WDMT-F	

OTHER RATED STATIONS/METRO SHARE			
WABQ	1540		1.5
WBBG	1260		.4
WDBN-F	94.9	Medina	1.1
WSUM	1000	Parma	1.1
WAKR	1590	Akron	.4
WCUE	1150	Cuyahoga Falls	.8
WKDD-F	96.5	Akron	.8

ADI FM SHARE: 62.28% (2936 of 4714) (A/M 80: 58.28%)

AM STATIONS

WERE, 1300, 5 KW (DA-1) , NEWS/TALK ABC-I,MBS, $ 70.44 (MMR)
WGAR, 1220, 50 KW (DA-1) , AC/MOR ABC-E, $ 86.00 (Blair) Nationwide
WHK , 1420, 5 KW (DA-N) , COUNTRY , $113.75 (Katz) Malrite

WJMO, 1490, 1 KW/250 W , BLACK NBN, $ 50.50 (UBC) United
WJW , 850, 10 KW/5 KW (DA-N), MOR CBS, $ 46.25 (Christal)
WWWE, 1100, 50 KW , MOR/AC , $ 88.25 (Eastman) Gannett

FM STATIONS

WCLV-F, 95.5, 27 KW @ 640, CLASSICAL , $ 33.75 (CMBS)
WDBN-F, 94.9, 118 KW @ 310, BTFL MUS (FM-100) , $ 25.56 (Masla)
WDMT-F, 107.9, 70 KW @ 390, URBAN (Burk-Abr) RKO, $ 52.50 (Howard) Beasley
WDOK-F, 102.1, 50 KW @ 370, BTFL MUS (Churchill) , $ 75.25 (Eastman) Gannett
WGCL-F, 98.5, 40 KW @ 600, ROCK ABC-F, $ 70.44 (MMR)
WLYT-F, 92.3, 27 KW @ 234, AOR , $ 32.50 (UBC) United

WMMS-F, 100.7, 32 KW @ 600, AOR (Burk-Abr) Source, $123.00 (Katz) Malrite
WQAL-F, 104.1, 7 KW @ 1080, BTFL MUS (Bonne) , $128.75 (Mc-Guild) SJR
WWWM-F, 105.7, 28 KW @ 900, ROCK ABC-C, $ 76.25 (Torbet)
WZAK-F, 93.1, 28 KW @ 620, URBAN (TM) , $ 40.63 (Selcom)
WZZP-F, 106.5, 8 KW @ 1060, AC , $ 92.00 (Christal) Booth
WKSW-F, 99.5, 50 KW @ 500, COUNTRY (TM) , $ 41.25 (Blair) Nationwide

TV STATIONS

WEWS	Cleveland	5	ABC, Scripps-Howard
WJKW	Cleveland	8	CBS, Starr
WKYC	Cleveland	3	NBC, NBC
WUAB	Lorain	43	IND, Gaylord

NEWSPAPERS

Cleveland Plain Dealer	M	359,039, Newhouse
Cleveland Press	E	305,205, Scripps-Howard

COLORADO SPRINGS

Market # 121
Revenue Rank # 128
Income Rank # 231
APR 17.6
SMSA Pop: 316,000
CSI: 2.3 Bil (# 121)

Revenue : $3,482,830
Income : $ -306,758
% Rev Gain: +8.0
Stations: 20/11
Diaries: 535/591:1
CSI HH: 21.5 M (# 140)

National Rev: $566,320
Nat Rev per Cap: $1.91
Tot Rev per Cap: $11.75
Tot Inc per Cap: $-1.03
Profit Margin: ---
Retail $: 1.3 Bil (# 129)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KSPZ-F	61/13.6	16.4	11.1	8.8	12.0
2. KILO-F	50/11.2	11.0	9.6	12.5	8.7
3. KSSS	42/ 9.4	7.6	8.0	9.8	5.6
4. KRDO-F	40/ 8.9	9.9	11.1	10.6	9.2
5. KYSN	35/ 7.8	9.0	8.8	7.7	16.3
6. KVOR	34/ 7.6	7.3	7.5	9.3	8.7
7. KYNR-F	24/ 5.4	4.5	4.7	6.4	1.8
8. KOA	22/ 4.9	6.2	4.9	4.0	3.1
9. KRDO	20/ 4.5	4.5	4.1	3.2	4.8
10. KKCS-F	18/ 4.0	3.4	4.7	.8	---

12+ TSA AMD	
1. KSPZ-F	77
2. KILO-F	70
3. KRDO-F	55
4. KSSS	43
5. KOA	41
6. KVOR	38
7. KYSN	35
8. KYNR-F	34
9. KKFM-F	25
10. KRDO	21

12+ TSA CUME/MSA CUME RAT	
1. KSPZ-F	1011/30.3
2. KILO-F	861/23.6
3. KRDO-F	639/18.1
4. KYSN	626/24.3
5. KOA	619/14.5
6. KSSS	564/21.7
7. KVOR	532/19.9
8. KIIQ-F+	502/14.7
9. KKFM-F	456/13.8
10. KRDO	450/16.9

12+ FM SHARE (METRO): 56.82% (229 of 403) (A/M 80: 52.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYSN	1. KSPZ-F	1. KSPZ-F	1. KSSS	1. KRDO-F	1. KSPZ-F
2. KSPZ-F	2. KILO-F	2. KILO-F	2. KRDO-F	2. KSSS	2. KVOR
3. KILO-F	3. KYSN	3. KSSS	3. KSPZ-F	3. KOA	3. KOA

OTHER RATED STATIONS/METRO SHARE

KIIQ-F+	102.7		2.4
KKCS	1530		.9
KKFM-F	96.5		3.4
KPIK	1580		.9
KWYD-F	105.5	Security	.9
KHOW	630	Denver	.7
KLZ	560	Denver	1.8
KVOD-F	99.5	Denver	.9
KZLO-F	100.7	Pueblo	.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	37 (2)	139 (5)	176 (7)	43.7
COUNTRY	54 (3)	18 (1)	72 (4)	17.9
BTFL MUSIC		64 (2)	64 (2)	15.9
MOR/AC	57 (3)		57 (3)	14.1
NEWS/TALK	22 (1)		22 (1)	5.5
RELIGION	4 (1)	4 (1)	8 (2)	2.0
CLASSICAL		4 (1)	4 (1)	1.0
			403 (20)	

RADIO STATIONS

KRDO, 1240, 1 KW/250 W , AC	MBS, $13.50	(Torbet)	
KSSS, 740, 1 KW/250 W (DA-2), COUNTRY	NBC, $20.75	(PRO)	Peoria Jrnl Star
KVOR, 1300, 5 KW/1 KW , MOR	CBS, $17.50	(Selcom)	Sunbelt
KYSN, 1460, 1 KW/500 W (DA-N), ROCK	, $14.00	(Mc-Guild)	
KIIQ-F+, 102.7, 51 KW @ 2080, ROCK	ABC-I, $21.00	(Eastman)	Wiskes-Abaris
KILO-F, 93.9, 83 KW @ 2110, AOR	, $27.00	(Christal)	
KKCS-F, 101.9, 50 KW @ -310, COUNTRY	ABC-E, $11.00	(HR/Stone)	
KRDO-F, 95.1, 96 KW @ 2040, BTFL MUS (Schulke)	, $21.50	(Torbet)	
KSPZ-F, 92.9, 25 KW @ 2130, ROCK	, $20.00	(Selcom)	Sunbelt

KOA - See Denver KYNR-F - See Pueblo

TV STATIONS

KKTV Col Spr 11 CBS, Capitol
KRDO Col Spr 13 ABC
KOAA Pueblo 5 NBC, Charleston (SC) Evening Post

NEWSPAPERS

Col Spr Gazette Tel M-25,237 E-52,063, Freedom
Col Spr Sun M 28,674
Pueblo Chieftan M 28,674, Gaylord
Pueblo Star-Journal E 14,601

COLUMBIA, SC

Market # 98
Revenue Rank # 81
Income Rank # 84
APR 14.5
SMSA Pop: 410,000
CSI: 2.9 Bil (# 101)

Revenue : $5,651,615
Income : $ 439,372
% Rev Gain: +8.7
Stations: 13/13
Diaries: 794/516:1
CSI HH: 22.0 M (# 118)

National Rev: $1,088,404
Nat Rev per Cap: $2.80
Tot Rev per Cap: $14.53
Tot Inc per Cap: $1.13
Profit Margin: 7.8%
Retail $: 1.6 Bil (# 108)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WNOK-F	99/20.9	19.7	17.5	13.6	11.3	1. WCOS-F	161	1. WCOS-F	1616/29.2
2. WCOS-F	91/19.2	16.1	12.3	11.4	12.2	2. WNOK-F	124	2. WNOK-F	1501/33.3
3. WIS	59/12.4	15.2	10.4	15.9	13.0	3. WWDM-F	92	3. WIS	1219/28.5
4. WZLD-F	42/ 8.9	6.6	7.5	5.6	6.2	4. WIS	71	4. WWDM-F	1062/17.1
5. WWDM-F	35/ 7.4	6.6	7.7	5.4	7.1	5. WZLD-F	47	5. WZLD-F	761/19.2
6. WOIC	34/ 7.2	10.7	14.6	11.9	9.2	6. WOIC	38	6. WOIC	749/19.6
7. WXRY-F	28/ 5.9	7.8	6.7	9.2	10.7	7. WXRY-F	28	7. WSCQ-F	363/ 9.3
8. WSCQ-F	21/ 4.4	5.9	6.1	6.9	7.9	8. WSCQ-F	23	8. WXRY-F	357/10.7
9. WCOS	14/ 3.0	1.4	3.3	6.3	4.5	9. WCOS	15	9. WCOS	282/ 7.3
10. WCAY	8/ 1.7	1.4	3.8	2.2	3.2	10. WPJS-F	12	10. WPJS-F	219/ 3.1

12+ FM SHARE (METRO): 72.30% (321 of 444) (A/M 80: 62.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WCOS-F
2. WWDM-F	2. WCOS-F	2. WCOS-F	2. WNOK-F	2. WIS	2. WNOK-F+
3. WZLD-F	3. WZLD-F	3. WZLD-F	3. WIS	3. WXRY-F	3. WIS
4. WOIC	4. WWDM-F	4. WIS	4. WXRY-F	4. WNOK-F	4. WWDM-F

OTHER RATED STATIONS/METRO SHARE

WNOK	1230	.6	WQXL	1470	1.1	WPJS-F	106.7	Orangeburg	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	17 (2)	141 (2)	158 (4)	35.6
COUNTRY	8 (1)	91 (1)	99 (2)	22.3
MOR/AC	59 (1)	21 (1)	80 (2)	18.0
BLACK	34 (1)	35 (1)	69 (2)	15.5
BTFL MUSIC		28 (1)	28 (1)	6.3
RELIGION	5 (1)	5 (1)	10 (2)	2.3
			444 (13)	

RADIO STATIONS

WCAY,	620,	500 W (DAYS)	, COUNTRY	MBS,	$10.00	(Dora)	
WCOS,	1400,	1 KW/250 W	, CONTEMP	ABC-E,	$30.75	(HR/Stone)	Buck
WIS,	560,	5 KW (DA-N)	, MOR	NBC,	$55.00	(Christal)	Cosmos
WOIC,	1320,	5 KW/1 KW (DA-N),	BLACK	NBN,	$23.00	(Eastman)	
WCOS-F,	97.9,	20 KW @ 450,	COUNTRY	ABC-I,	$53.70	(HR/Stone)	Buck
WNOK-F,	104.7,	100 KW @ 450,	ROCK (Century 21)	ABC-C,	$47.25	(Blair)	
WSCQ-F,	100.1,	2.4 KW @ 330,	AC	CBS,	$21.25	(Mc-Guild)	
WXRY-F,	93.5,	3 KW @ 360,	BTFL MUS (KalaMusic)	,	$15.00	(Masla)	
WZLD-F,	96.7,	3 KW @ 300,	CONTEMP	RKO,	$18.00	(Selcom)	
WPJS-F,	106.7,	100 KW @ 600,	RELIGION	,	$ 6.00	(----)	(ORANGEBURG)
WWDM-F,	101.3,	100 KW @ 629,	BLACK	SBN,	$24.50	(Howard)	(SUMTER)

TV STATIONS

WIS	Columbia	10	NBC, Cosmos
WOLO	Columbia	25	ABC, Bahakel
WLTX	Columbia	19	CBS

NEWSPAPERS

Columbia State	M	106,157
Columbia Record	E	32,905

COLUMBUS, GA

Market # 158
Revenue Rank # 136
Income Rank # 236
APR 16.3
SMSA Pop: 236,600
CSI: 1.6 Bil (# 163)

Revenue : $3,166,564
Income : $ -362,227
% Rev Gain: +18.2
Stations: 10/9
Diaries: 599/395:1
CSI HH: 20.0 M (# 215)

National Rev: $688,303
Nat Rev per Cap: $2.91
Tot Rev per Cap: $13.38
Tot Inc per Cap: $-1.54
Profit Margin: ---
Retail $: .9 Bil (# 177)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WOKS	58/18.2	15.6	11.4
2. WFXE-F	48/15.0	9.9	12.5
3. WDAK	40/12.5	8.9	12.1
4. WEIZ-F	38/11.9	11.3	9.6
WCGQ-F	38/11.9	21.3	14.3
6. WPNX	35/11.0	11.3	12.1
7. WVOC-F	28/ 8.8	11.3	12.9
8. WHYD	13/ 4.1	2.5	3.2
9. WRCG	12/ 3.8	2.5	4.6
10. WCLS	5/ 1.6	.4	---

12+ TSA 1/4	
1. WVOC-F	84
2. WFXE-F	61
3. WOKS	59
4. WCGQ-F	58
5. WDAK	54
6. WEIZ-F	51
7. WPNX	41
8. WRCG	18
9. WHYD	16
10. WCLS	6

12+ TSA CUME/MSA CUME RAT	
1. WVOC-F	1184/22.1
2. WCGQ-F	823/23.1
3. WDAK	700/28.3
4. WFXE-F	625/23.7
5. WEIZ-F	510/15.7
6. WOKS	496/24.1
7. WPNX	437/18.1
8. WRCG	306/12.6
9. WHYD	221/ 8.6
10. WCLS	134/ 6.4

12+ FM SHARE (METRO): 48.25% (152 of 315) (A/M 80: 57.97%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOKS	1. WFXE-F	1. WFXE-F	1. WEIZ-F	1. WOKS	1. WVOC-F
2. WFXE-F	2. WCGQ-F	2. WCGQ-F	2. WDAK	2. WEIZ-F	2. WDAK
WCGQ-F	3. WVOC-F	3. WDAK	3. WOKS	3. WDAK	3. WEIZ-F

FORMATS	AM	FM	TOTAL	%
BLACK	58 (1)	48 (1)	106 (2)	33.7
COUNTRY	87 (3)		87 (3)	27.6
ROCK/AOR/CONTEMP		66 (2)	66 (2)	21.0
BTFL MUSIC		38 (1)	38 (1)	12.1
RELIGION	18 (2)		18 (2)	5.7
			315 (10)	

RADIO STATIONS

WCLS, 1580, 1 KW (DA-N) , GOSPEL , $ 5.50 (----)
WDAK, 540, 5 KW/500 W (DA-N), COUNTRY ABC-I, $20.00 (Eastman)
WHYD, 1270, 5 KW (DAYS) , RELIGION MBS, $ 8.00 (----) CLW
WOKS, 1340, 1 KW/250 W , BLACK SBN,NBN, $21.00 (Howard)
WPNX, 1460, 5 KW/1 KW (DA-N) , COUNTRY NBC, $18.75 (HR/Stone)
WRCG, 1420, 5 KW (DA-N) , COUNTRY CBS, $ 7.90 (Selcom)

WCGQ-F, 107.3, 100 KW @ 610, ROCK Source, $20.00 (Selcom)
WEIZ-F, 100.1, 3 KW @ 300, BTFL MUS ABC-E, $10.00 (Eastman)
WFXE-F, 104.9, 3 KW @ 165, BLACK (Drake-Chen) ABC-F, $21.00 (Howard)
WVOC-F, 102.9, 100 KW @ 1521, CONTEMP (Drake-Chen) ABC-C, $18.00 (Torbet) Bluegrass

TV STATIONS

WRBL	Columbus	3	CBS
WTVM	Columbus	9	ABC, Western
WYEA	Columbus	38	NBC, American Family Corp

NEWSPAPERS

Columbus Ledger	E	29,197, Knight-Ridder
Columbus Enquirer	M	33,221, Knight-Ridder

COLUMBUS, OH

Market # 37; ADI # 32
Revenue Rank # 27
Income Rank # 9
APR 15.7
SMSA Pop: 1,118,700
CSI: 8.7 Bil (# 39)

Revenue : $17,040,391
Income : $ 5,353,887
% Rev Gain: +13.5
Stations: 18/19
Diaries: 1102/1015:1
CSI HH: 21.8 M (# 130)

National Rev: $4,205,039
Nat Rev per Cap: $3.79
Tot Rev per Cap: $15.36
Tot Inc per Cap: $4.83
Profit Margin: 31.4%
Retail $: 5.0 Bil (# 36)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WLVQ-F	223/15.9	14.0	12.5	12.7	7.8
2. WXGT-F	151/10.8	9.1	8.2	7.3	8.0
3. WNCI-F	140/10.0	11.1	11.6	10.1	13.9
4. WCOL	111/ 7.9	5.2	6.8	4.7	6.1
5. WBNS-F	109/ 7.8	9.1	10.7	12.2	12.5
6. WTVN	103/ 7.3	12.3	10.0	14.1	12.1
7. WMNI	94/ 6.7	6.1	7.0	6.1	7.0
8. WBNS	88/ 6.3	5.5	6.4	8.0	7.1
9. WHOK-F	65/ 4.6	3.7	2.9	3.7	2.4
10. WRMZ-F	48/ 3.4	2.9	2.6	1.8	2.9

12+ TSA 1/4	
1. WLVQ-F	276
2. WNCI-F	236
3. WTVN	192
4. WXGT-F	175
5. WBNS-F	125
6. WCOL	116
7. WMNI	107
8. WBNS	97
9. WHOK-F	95
10. WRMZ-F	56

12+ TSA CUME/MSA CUME RAT	
1. WNCI-F	3939/24.6
2. WLVQ-F	3300/26.1
3. WTVN	3287/21.9
4. WXGT-F	2726/24.0
5. WBNS	2103/21.0
6. WBNS-F	1872/16.7
7. WCOL	1688/16.5
8. WMNI	1505/13.7
9. WLW	1358/ 5.6
10. WHOK-F	1191/ 7.3

12+ FM SHARE (METRO): 63.67% (815 of 1280) (A/M 80: 59.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXGT-F	1. WLVQ-F	1. WLVQ-F	1. WNCI-F	1. WCOL	1. WTVN
2. WLVQ-F	2. WNCI-F	2. WNCI-F	2. WLVQ-F	2. WBNS-F	2. WLVQ-F
	3. WXGT-F	3. WXGT-F	3. WBNS-F	3. WMNI	3. WNCI-F
	4. WTVN	4. WTVN	4. WTVN	4. WTVN	4. WXGT-F
	5. WBNS	5. WBNS	5. WBNS	5. WBNS	5. WMNI

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		514 (3)	514 (3)	40.2
MOR/AC	223 (5)	10 (1)	233 (6)	18.2
COUNTRY	100 (2)	65 (1)	165 (3)	12.9
BTFL MUSIC		157 (2)	157 (2)	12.3
BIG BAND/NOST	111 (1)		111 (1)	8.7
BLACK/JAZZ	31 (1)	69 (2)	100 (3)	7.8
			1280 (18)	

COLUMBUS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WLVQ-F	1. WNCI-F	1. WLVQ-F
2. WNCI-F	2. WLVQ-F	2. WXGT-F
3. WXGT-F	3. WTVN	3. WMNI
4. WTVN	4. WXGT-F	4. WBNS
5. WBNS-F	5. WBNS	5. WNCI-F
6. WCOL	6. WBNS-F	6. WCOL
7. WMNI	7. WCOL	7. WTVN
8. WBNS	8. WMNI	8. WBNS-F
9. WHOK-F	9. WHOK-F	9. WHOK-F
10. WRMZ-F	10. WLW	10. WVKO-F
11. WVKO-F	11. WRMZ-F	
12. WLW	12. WVKO-F	
13. WMVO-F	13. WVKO	
14. WVKO	14. WRFD	
15. WMRN-F	15. WMVO-F	

OTHER RATED STATIONS/METRO SHARE			
WBBY-F	103.9	Westerville	1.6
WHOK	1320	Lancaster	1.1
WNRE-F+	107.1	Circleville	.8
WRFD	880		.4
WVKO	1580		2.2
WVKO-F	94.7		3.4
WLW	700	Cincinnati	1.1

ADI FM SHARE: 64.12% (1165 of 1817) (A/M 80: 60.07%)

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N),	MOR	ABC-I,	$ 92.16	(Blair)	Columbus Dispatch
WCOL,	1230,	1 KW/250 W	, BIG BAND/NOST (Al Ham)	CBS,	$ 48.00	(Eastman)	Great Trails
WMNI,	920,	1 KW/500 W(DA-2),	COUNTRY	MBS,	$ 49.00	(Mc-Guild)	
WTVN,	610,	5 KW (DA-N)	, MOR/AC	ABC-E,	$110.00	(Katz)	Taft
WVKO,	1580,	1 KW (DAYS,DA)	, BLACK	SBN,NBN,	$ 26.33	(Howard)	

FM STATIONS

WBNS-F,	97.1,	26 KW @ 660,	BTFL MUS (Schulke)	,	$ 92.16	(Blair)	Columbus Dispatch
WHOK-F,	95.5,	50 KW @ 225,	COUNTRY	,	$ 11.00	(----)	Armington (LANCASTER)
WLVQ-F,	96.3,	40 KW @ 570,	AOR (Burk-Abr)	,	$ 75.00	(Katz)	Taft
WNCI-F,	97.9,	175 KW @ 565,	CONTEMP	ABC-C,	$ 73.75	(Christal)	Nationwide
WRMZ-F,	99.7,	50 KW @ 542,	BTFL MUS (Century 21)	MBS,	$ 35.00	(Mc-Guild)	
WVKO-F,	94.7,	52 KW @ 220,	BLACK/JAZZ	SBN,NBN,	$ 20.00	(Howard)	
WXGT-F,	92.3,	50 KW @ 311,	ROCK	Source,	$ 48.00	(Eastman)	Great Trails
WMVO-F,	93.7,	20 KW @ 370,	AC	,	$ 10.40	(Regional)	(MOUNT VERNON)
WMRN-F,	106.9,	25 KW @ 340,	COUNTRY	,	$ 13.00	(----)	(MARION)

WLW - See Cincinnati

TV STATIONS

WBNS	Columbus	10	CBS, Columbus Dispatch
WCMH	Columbus	4	NBC, Outlet
WTVN	Columbus	6	ABC, Taft

NEWSPAPERS

Columbus Dispatch	E	202,949
Columbus Citizen Journal	M	112,195

CORPUS CHRISTI

Market # 117	Revenue : $3,892,343	National Rev: $1,334,923
Revenue Rank # 119	Income : $ 178,178	Nat Rev per Cap: $4.16
Income Rank # 132	% Rev Gain: -6.8	Tot Rev per Cap: $12.09
APR 15.1	Stations: 19/13	Tot Inc per Cap: $ .55
SMSA Pop: 322,000	Diaries: 651/495:1	Profit Margin: 4.6%
CSI: 2.3 Bil (# 123)	CSI HH: 21.8 M (# 128)	Retail $: 1.6 Bil (# 107)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KOUL-F	52/13.5	8.8	8.5	1. KOUL-F	61	1. KRYS	770/18.9
2. KZFM-F	49/12.8	11.4	13.5	2. KZFM-F	57	2. KZFM-F	695/25.6
3. KIOU-F	45/11.7	8.2	12.6	3. KIOU-F	56	3. KEYS	670/23.0
4. KUNO	42/10.9	12.5	10.9	4. KUNO	46	4. KOUL-F	609/18.2
5. KEYS	32/ 8.3	16.8	14.7	5. KNCN-F	35	5. KIOU-F	496/14.0
6. KNCN-F	25/ 6.5	7.4	9.1	KEYS	35	KNCN-F	496/14.1
7. KCCT	21/ 5.5	7.2	6.5	7. KKYX	34	7. KTSA	493/ 7.2
KRYS	21/ 5.5	7.7	8.5	8. KTSA	29	8. KUNO	455/16.8
9. KIKN	17/ 4.4	4.3	4.1	9. KRYS	27	9. KCCT	431/10.8
10. KITE-F	14/ 3.6	.5	---	10. KCCT	26	10. KKYX	382/ 2.8

12+ FM SHARE (METRO): 54.25% (198 of 365) (A/M 80: 41.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZFM-F	1. KZFM-F	1. KOUL-F	1. KOUL-F	1. KIOU-F	1. KUNO
2. KEYS	2. KOUL-F	2. KZFM-F	2. KIOU-F	2. KUNO	2. KIOU
3. KRYS	3. KNCN-F	3. KIOU-F	3. KZFM-F	3. KOUL-F	3. KOUL-F

OTHER RATED STATIONS/METRO SHARE

KCTA	1030		.8	KKYX	680	San Antonio	.8
KEXX-F	93.9		2.3	KTRH	740	Houston	.5
KROB+	1510	Robstown	2.6	KTSA	550	San Antonio	2.1
KSIX	1230		2.3	WOAI	1200	San Antonio	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (3)	83 (3)	144 (6)	39.5
COUNTRY	26 (3)	56 (2)	82 (5)	22.5
SPANISH	63 (2)		63 (2)	17.3
BTFL MUSIC		59 (2)	59 (2)	16.2
MOR/AC	9 (1)		9 (1)	2.5
NEWS/TALK	5 (2)		5 (2)	1.4
RELIGION	3 (1)		3 (1)	0.8
			365 (19)	

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), SPANISH		$15.00	(Selcom)	
KEYS, 1440, 1 KW (DA-N), ROCK	RKO	$24.70	(Torbet)	
KIKN, 1590, 1 KW/500 W (DA-2), COUNTRY	ABC-E	$13.00	(Milam)	
KRYS, 1360, 1 KW, CONTEMP	ABC-I	$16.75	(Masla)	Signor
KUNO, 1400, 1 KW, SPANISH		$22.25	(Katz)	Tichenor
KIOU-F, 96.5, 100 KW @ 875, BTFL MUS (Bonne)		$18.75	(----)	
KITE-F, 105.5, 3 KW @ 360, BTFL MUS (Schulke)		$ 8.00	(Buckley)	
KNCN-F, 101.3, 100 KW @ 402, AOR		$15.50	(HR/Stone)	
KOUL-F, 103.3, 100 KW @ 310, COUNTRY (TM)		$21.50	(Mc-Guild)	
KZFM-F, 95.5, 41 KW @ 390, ROCK	ABC-C	$24.70	(Torbet)	

KKYX, KTSA - See San Antonio

TV STATIONS

KIII	Corpus Christi	3	ABC	KRIS	Corpus Christi	6	NBC
KZTV	Corpus Christi	10	CBS	KORO	Corpus Christi	28	IND

NEWSPAPERS

Corpus Christi Caller	M	61,197	Harte-Hanks
Corpus Christi Times	E	24,277	Harte-Hanks

DALLAS-FT. WORTH

Market # 10; ADI # 10
Revenue Rank # 8
Income Rank # 11
APR 16.9
SMSA Pop: 2,965,100
CSI : 26.8 Bil (# 9)

Revenue : $42,838,165
Income : $ 5,073,765
% Rev Gain: +12.3
Stations: 29/28
Diaries: 2227/1331:1
CSI HH: 25.2 M (# 25)

National Rev: $13,560,408
Nat Rev per Cap: $4.86
Tot Rev per Cap: $15.35
Tot Inc per Cap: $1.82
Profit Margin: 11.9%
Retail $: 16.0 Bil (# 8)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KSCS-F	370/8.9	8.7	7.9	8.2	6.9
2. KVIL-F	327/7.9	8.0	9.8	9.9	9.3
3. KKDA-F	286/6.9	5.5	5.1	5.8	4.7
4. WBAP	269/6.5	6.4	9.2	7.6	11.2
5. KMEZ-F	245/5.9	7.0	5.5	4.8	5.4
6. KRLD	232/5.6	7.7	6.7	7.3	6.8
7. KPLX-F	211/5.1	5.8	2.7	1.6	2.1
8. KZEW-F	208/5.0	4.7	4.9	3.8	2.8
9. KEGL-F	203/4.9	3.5	3.8	3.8	5.7
10. KOAX-F	193/4.7	3.8	6.4	5.1	6.2
KNOK-F	193/4.7	4.4	3.9	4.2	3.6
12. KTXQ-F	191/4.6	4.0	4.5	5.1	6.8
13. KNUS-F	139/3.4	2.2	2.5	3.3	2.9
14. KMGC-F	115/2.8	3.2	3.8	3.3	2.1
15. WFAA	113/2.7	3.7	4.3	4.4	4.6
16. KBOX	111/2.7	3.0	3.3	4.0	4.0
17. KFJZ	92/2.2	1.8	---	1.0	1.3
18. KLIF	58/1.4	1.6	1.9	2.3	2.1
KPBC	58/1.4	1.2	.9	.5	.8
20. KAFM-F	56/1.4	1.7	1.0	1.7	1.2

12+ TSA 1/4	
1. WBAP	683
2. KSCS-F	423
3. KVIL-F	359
4. KKDA-F	306
5. KRLD	298
6. KMEZ-F	257
7. KZEW-F	246
8. KPLX-F	238
9. KEGL-F	225
10. KTXQ-F	211
11. KOAX-F	209
12. KNOK-F	197
13. KNUS-F	171
WFAA	171
15. KMGC-F	118
16. KBOX	114
17. KFJZ	94
18. KLIF	67
19. KAFM-F	63
20. KPBC	62

12+ TSA CUME/MSA CUME RAT	
1. WBAP	10548/19.2
2. KRLD	5854/17.3
3. KSCS-F	5641/18.9
4. KVIL-F	4780/17.9
5. KEGL-F	4147/15.3
6. KKDA-F	3613/13.6
7. KZEW-F	3598/12.3
8. KTXQ-F	3537/13.0
9. KNUS-F	3366/11.8
10. KPLX-F	3129/11.2
11. WFAA	3098/ 8.5
12. KMEZ-F	2938/11.1
13. KOAX-F	2836/10.0
14. KMGC-F	2321/ 9.3
15. KNOK-F	2183/ 8.7
16. KLIF	1607/ 5.5
17. KFJZ	1561/ 6.3
18. KBOX	1556/ 6.1
19. KAFM-F	1471/ 5.2
20. KIXK-F	961/ 3.7

12+ FM SHARE (METRO): 72.78% (2866 of 3938) (A/M 80: 68.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KNUS-F	1. KVIL-F	1. KVIL-F	1. KSCS-F	1. KSCS-F	1. WBAP
2. KKDA-F	2. KZEW-F	2. KSCS-F	2. KVIL-F	2. KMEZ-F	2. KRLD
3. KTXQ-F	3. KSCS-F	3. KKDA-F	3. KMEZ-F	3. WBAP	3. KVIL-F+
4. KEGL-F	4. KKDA-F	4. KZEW-F	4. KKDA-F	KRLD	4. KSCS-F
5. KPLX-F	5. KEGL-F	5. KPLX-F	5. WBAP	5. KOAX-F	5. KKDA-F
6. KNOK-F	6. KTXQ-F	6. KMEZ-F	6. KRLD	6. KVIL-F	6. WFAA
7. KSCS-F	7. KNOK-F	7. KEGL-F	7. KPLX-F	7. KKDA-F	7. KPLX-F

FORMATS	AM	FM	TOTAL	%
COUNTRY	454 (4)	6119 (3)	1073 (7)	27.2
ROCK/AOR/CONTEMP		856 (5)	856 (5)	21.7
BLACK/URBAN	71 (2)	479 (2)	550 (4)	14.0
BTFL MUSIC		438 (2)	438 (2)	11.1
MOR/AC	34 (2)	383 (2)	417 (4)	10.6
NEWS/TALK	345 (2)		345 (2)	8.8
BIG BAND/NOST	92 (1)		92 (1)	2.3
RELIGION	77 (2)		77 (2)	2.0
CLASSICAL		51 (1)	51 (1)	1.3
SPANISH		40 (1)	40 (1)	1.0
			3938 (29)	

DALLAS-FT. WORTH

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WBAP	1. WBAP	1. WBAP
2. KSCS-F	2. KSCS-F	2. KVIL-F
3. KVIL-F	3. KRLD	3. KKDA-F
4. KKDA-F	4. KVIL-F	4. KSCS-F
5. KRLD	5. KEGL-F	5. KRLD
6. KMEZ-F	6. KKDA-F	6. KOAX-F
7. KPLX-F	7. KTXQ-F	7. KMEZ-F
8. KZEW-F	8. KZEW-F	8. KNOK-F
9. KEGL-F	9. KNUS-F	9. KBOX
10. KTXQ-F	10. KPLX-F	10. KZEW-F
11. KOAX-F	11. KMEZ-F	
12. KNOK-F	12. KOAX-F	
13. KNUS-F	13. WFAA	
14. WFAA	14. KMGC-F	
15. KMGC-F	15. KNOK-F	

OTHER RATED STATIONS/METRO SHARE			
KAAM	1310		.3
KESS-F	93.9		1.0
KIXK-F	106.1	Denton	.9
KKDA	730		.7
KSKY	660		.4
KVIL	1150		.5
KXOL	1360		.4
WRR-F	101.1		1.2
KNOK	970		1.0

ADI FM SHARE: 69.28% (3087 of 4456) (A/M 80: 63.74%)

DALLAS METRO 1/4/SHARE	
1. KKDA-F	249/9.4
2. KVIL-F	219/8.3
3. KSCS-F	189/7.1
4. KRLD	178/6.7
5. KMEZ-F	155/5.8
6. KTXQ-F	129/4.9
7. WBAP	127/4.8
8. KOAX-F	125/4.7
9. KZEW-F	120/4.5
10. KNOK-F	119/4.5
11. KEGL-F	118/4.4
12. KBOX	110/4.1
13. KMGC-F	87/3.3
14. KNUS-F	86/3.2
15. KPLX-F	81/3.1

FT. WORTH METRO 1/4/SHARE	
1. KSCS-F	179/12.1
2. WBAP	143/ 9.7
3. KPLX-F	128/ 8.7
4. KVIL-F	106/ 7.2
5. KMEZ-F	92/ 6.2
6. KZEW-F	85/ 5.7
KEGL-F	85/ 5.7
8. KNOK-F	73/ 4.9
9. KOAX-F	69/ 4.7
10. KTXQ-F	63/ 4.3
11. KRLD	53/ 3.6
12. KNUS-F	50/ 3.4
13. WFAA	48/ 3.2
14. KKDA-F	38/ 2.6
15. KFJZ	34/ 2.3

AM STATIONS

KBOX,	1480,	5 KW/1 KW (DA-2),	COUNTRY	,	$ 60.00	(Mc-Guild)	Group One
KFJZ,	1270,	5 KW (DA-1) ,	BIG BAND/NOST (Al Ham)	,	$ 55.00	(Christal)	Swanson
KLIF,	1190,	50 KW/5 KW (DA-2),	COUNTRY	ABC-E,	$100.00	(RKO)	Susquehanna
KPBC,	1040,	1 KW (DAYS) ,	RELIGION	,	$ 26.00	(----)	
KRLD,	1080,	50 KW (DA-N) ,	NEWS	CBS,	$166.88	(Katz)	Metromedia
WBAP,	820,	50 KW ,	COUNTRY	ABC-I,	$150.00	(Eastman)	Capital Cities
WFAA,	570,	5 KW (DA-2) ,	TALK/NEWS	MBS,NBC,	$ 75.00	(MMR)	Belo

FM STATIONS

KAFM-F,	92.5,	100 KW @ 1685,	AC	,	$ 30.00	(Torbet)	Bonneville
KEGL-F,	97.1,	100 KW @ 1302,	ROCK	ABC-C,RKO,	$ 72.80	(Christal)	Swanson
KIXK-F,	106.1,	100 KW @ 480,	COUNTRY	,	$ 40.00	(Buckley)	
KKDA-F,	104.5,	100 KW @ 390,	BLACK	MBS,	$106.25	(HR/Stone)	
KMEZ-F,	100.3,	89 KW @ 1280,	BTFL MUS (Bonne)	,	$ 90.00	(Mc-Guild)	Group One
KMGC-F,	102.9,	100 KW @ 1572,	SOFT ROCK (TM)	,	$ 93.13	(Selcom)	Shamrock
KNOK-F,	107.5,	100 KW @ 445,	BLACK	NBN,	$ 60.00	(Howard)	Earl Graves
KNUS-F,	98.7,	100 KW @ 1585,	ROCK	ABC-F,	$ 50.00	(Masla)	SJR
KOAX-F,	105.3,	100 KW @ 1560,	BTFL MUS (Schulke)	,	$ 88.75	(RAR)	Westinghouse
KPLX-F,	99.5,	100 KW @ 1680,	COUNTRY	ABC-E,	$110.00	(RKO)	Susquehanna
KSCS-F,	96.3,	99 KW @ 1680,	COUNTRY	,	$140.00	(Eastman)	Capital Cities
KTXQ-F,	102.1,	100 KW @ 1420,	AOR	,	$ 79.50	(CBS/FM)	Gulf
KVIL-F,	103.7,	100 KW @ 1570,	AC/CONTEMP	,	$193.13	(Blair)	Fairbanks
KZEW-F,	97.9,	100 KW @ 1680,	AOR	Source,	$ 95.00	(MMR)	Belo

TV STATIONS

KDFW	Dallas	4	CBS, Times-Mirror
KXTX	Dallas	39	IND, Christian Bdcst Net
WFAA	Dallas	8	ABC, Belo
KTVT	Ft. Worth	11	IND, Gaylord
KXAS	Ft. Worth	5	NBC, LIN

NEWSPAPERS

Dallas News	M	243,358, Belo	
Dallas Times Herald	E	236,286	
Ft. Worth Star-Telegram	M	86,708	E 144,361, Capital Cities

DAVENPORT-ROCK ISLAND-MOLINE

Market # 105
Revenue Rank # 88
Income Rank # 153
APR 12.9
SMSA Pop: 380,900
CSI: 3.3 Bil (# 93)

Revenue : $5,407,696
Income : $ 86,748
% Rev Gain: +6.7
Stations: 16/14
Diaries: 678/562:1
CSI HH: 23.7 M (# 50)

National Rev: $1,194,596
Nat Rev per Cap: $3.18
Tot Rev per Cap: $14.39
Tot Inc per Cap: $ .23
Profit Margin: 1.6%
Retail $: 1.8 Bil (# 100)

12+ METRO 1/4/SHARE		FAL 80	SPG 80	A/M 79
1. WHBF	75/15.9	14.0	17.8	17.3
2. KSTT	73/15.5	12.2	13.9	12.7
3. WXLP-F	51/10.8	6.0	6.9	6.3
4. WOC	49/10.4	7.5	10.2	9.2
5. KIIK-F	48/10.2	10.0	9.5	11.4
6. KRVR-F	44/ 9.3	10.5	9.2	10.3
7. WQUA	22/ 4.7	8.5	5.8	6.3
WHBF-F	22/ 4.7	6.2	4.6	1.8
9. WMAQ	12/ 2.5	2.5	2.1	2.8
10. WZZC-F	10/ 2.1	5.7	3.9	2.0

12+ TSA 1/4	
1. KIIK-F	88
2. WHBF	87
3. KSTT	83
4. WMAQ	66
5. KRVR-F	61
6. WXLP-F	57
7. WOC	55
8. WGN	35
9. WMT	33
10. WLS	31

12+ TSA CUME/MSA CUME RAT	
1. KSTT	1370/35.5
2. KIIK-F	1369/26.3
3. WHBF	1169/30.5
4. WMAQ	1054/ 6.3
5. WLS	851/ 6.9
6. WOC	829/20.3
7. KRVR-F	794/17.6
8. WHBF-F	770/16.3
9. WXLP-F	680/17.1
10. WGN	607/ 6.5

12+ FM SHARE (METRO): 40.00% (175 of 437) (A/M 80: 37.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIIK-F	1. KSTT	1. KSTT	1. KSTT	1. WHBF	1. WHBF
2. WXLP-F	2. WXLP-F	2. WXLP-F	2. WHBF	2. KRVR-F	2. KSTT
3. KSTT	3. KIIK-F	3. KIIK-F	3. KRVR-F	3. WOC	3. KIIK-F

OTHER RATED STATIONS/METRO SHARE

KWNT	1580		.8
WKEI	1450	Kewanee	1.3
WBBM	780	Chicago	.4
WGN	720	Chicago	1.7
WLS	890	Chicago	1.7
WMT	600	Cedar Rapids	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	81 (2)	121 (3)	202 (5)	46.2
COUNTRY	87 (2)	10 (1)	97 (3)	22.2
NEWS/TALK	51 (2)		51 (2)	11.7
BTFL MUSIC		44 (1)	44 (1)	10.1
MOR/AC	39 (4)		39 (4)	8.9
BIG BAND	4 (1)		4 (1)	0.9
			437 (16)	

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2), CONTEMP	ABC-C, $27.25	(Katz)	Guy Gannett
WHBF, 1270, 5 KW (DA-N), COUNTRY	CBS, $23.00	(Buckley)	
WOC , 1420, 5 KW (DA-2), NEWS/TALK	NBC, $36.00	(Blair)	Palmer
WQUA, 1230, 1 KW/250 W , MOR	ABC-E, $39.20	(Eastman)	Mid America
KIIK-F, 103.7, 100 KW @ 800, ROCK	, $36.00	(Blair)	Palmer
KRVR-F, 106.5, 60 KW @ 190, BTFL MUS (Bonne)	, $39.20	(Eastman)	Mid America
WHBF-F, 98.9, 39 KW @ 900, SOFT ROCK (TM)	, $12.50	(Buckley)	
WXLP-F, 96.9, 50 KW @ 500, AOR	ABC-F, $19.75	(Katz)	Guy Gannett
WZZC-F, 101.3, 50 KW @ 453, COUNTRY	RKO, $13.50	(Roslin)	

WMT - See Cedar Rapids   Other Stations - See Chicago

TV STATIONS

WHBF	Rock Island	4	CBS
WOC	Davenport	6	NBC, Palmer
WQAD	Moline	8	ABC

NEWSPAPERS

Quad City Times	AD	64,238, Lee
Moline Dispatch/Rock Island Argus	E	58,808

DAYTON

Market # 48; ADI # 50
Revenue Rank # 41
Income Rank # 17
APR 15.6
SMSA Pop: 831,200
CSI: 6.9 Bil (# 44)

Revenue : $11,572,025
Income : $ 2,787,447
% Rev Gain: +6.1
Stations: 20/15
Diaries: 1070/777:1
CSI HH: 23.5 M (# 57)

National Rev: $2,007,502
Nat Rev per Cap: $2.41
Tot Rev per Cap: $13.90
Tot Inc per Cap: $3.35
Profit Margin: 24.1%
Retail $: 3.6 Bil (# 46)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WHIO-F	208/19.6	15.1	17.0	15.4	15.3
2. WHIO	151/14.2	11.9	12.6	15.4	16.0
3. WTUE-F	103/ 9.7	11.4	9.9	8.1	12.0
4. WDJX-F	93/ 8.8	7.2	6.2	6.8	6.5
5. WING	92/ 8.7	9.6	6.7	8.9	8.7
6. WDAO-F	78/ 7.4	8.8	7.5	5.6	5.2
7. WONE	62/ 5.8	9.8	9.2	6.6	9.7
8. WVUD-F	35/ 3.3	3.3	7.0	6.4	2.7
9. WAVI	33/ 3.1	6.0	5.8	6.8	4.9
10. WSKS-F	25/ 2.4	1.5	2.0	1.3	1.9

12+ TSA 1/4	
1. WHIO-F	317
2. WHIO	169
3. WTUE-F	134
4. WING	116
5. WONE	111
6. WLW	101
7. WDJX-F	100
8. WDAO-F	83
9. WSKS-F	55
10. WVUD-F	48
WYYS-F	48

12+ TSA CUME/MSA CUME RAT	
1. WHIO-F	3145/29.3
2. WHIO	2379/28.3
3. WLW	2256/ 7.8
4. WING	2157/26.1
5. WTUE-F	2052/20.4
6. WONE	1976/17.2
7. WDJX-F	1631/21.3
8. WSKS-F	1333/ 9.0
9. WVUD-F	1192/11.2
10. WDAO-F	925/11.4

12+ FM SHARE (METRO): 63.27% (627 of 991) (A/M 80: 59.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJX-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO-F	1. WHIO-F
2. WTUE-F	2. WING	2. WING	2. WHIO	2. WHIO	2. WHIO
3. WDAO-F	3. WDJX-F	3. WTUE-F	3. WING	3. WONE	3. WING
	4. WDAO-F	4. WHIO	4. WONF	4. WING	4. WONE
	5. WHIO-F	5. WDJX-F	5. WDAO-F	5. WDAO-F	5. WTUE-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		298 (8)	298 (8)	30.1
MOR/AC	269 (4)		269 (4)	27.1
BTFL MUSIC		213 (2)	213 (2)	21.5
COUNTRY	62 (1)	28 (2)	90 (3)	9.1
BLACK/URBAN		78 (1)	78 (1)	7.9
NEWS/TALK	33 (1)		33 (1)	3.3
RELIGION		10 (1)	10 (1)	1.0
			991 (20)	

DAYTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WHIO-F	1. WHIO-F	1. WHIO-F
2. WHIO	2. WHIO	2. WDAO-F
3. WTUE-F	3. WING	3. WHIO
4. WING	4. WTUE-F	4. WING
5. WDJX-F	5. WONE	5. WDJX-F
6. WONE	6. WDJX-F	6. WONE
7. WDAO-F	7. WLW	7. WTUE-F
8. WLW	8. WLW	
9. WVUD-F	9. WDAO-F	
WAVI	10. WSKS-F	
11. WBLY	11. WIZE	
12. WSKS-F	12. WAVI	
13. WIZE	13. WAZU-F	
14. WJAI-F	14. WOWO	
15. WHON	15. WBZI-F	

OTHER RATED STATIONS/METRO SHARE

WBZI-F	95.3	Xenia	1.0
WFCJ-F	93.7	Miamisburg	.9
WJAI-F	92.9	Eaton	1.6
WPTW	1570	Piqua	.2
WPTW-F	95.7	Piqua	.5
WAZU-F	102.9	Springfield	.6
WBLZ-F	103.5	Hamilton	1.0
WLW	700	Cincinnati	2.3
WPBF-F	105.9	Middletown	1.3
WYYS-F	94.9	Fairfield	1.0

ADI FM SHARE: 59.01% (889 of 1498) (A/M 80: 52.27%)

AM STATIONS

WAVI,	1210,	250 W (DAYS)	, TALK	ABC-C,	$26.00	(Howard)	
WHIO,	1290,	5 KW (DA-N)	, MOR	CBS,	$70.00	(Christal)	Cox
WING,	1410,	5 KW (DA-N)	, AC	ABC-I,	$97.50	(Katz)	Great Trails
WONE,	980,	5 KW (DA-N)	, COUNTRY	,	$60.00	(Mc-Guild)	Group One
WBLY,	1600,	1 KW (DAYS)	, COUNTRY	MBS,	$17.00	(Regional)	(SPRINGFIELD)
WIZE,	1340,	1 KW/250 W	, CONTEMP	ABC-C,	$14.00	(Torbet)	Great Trails (SPRINGFIELD)
WHON,	930,	500 W (DAYS,DA),	COUNTRY (MusicWorks)	,	$14.00	(Savalli)	(CENTERVILLE,IND)

FM STATIONS

WBZI-F,	95.3,	3 KW @ 300,	COUNTRY	,	$14.00	(Regional)	(XENIA)
WDAO-F,	107.7,	50 KW @ 420,	BLACK	,	$39.00	(Howard)	
WDJX-F,	103.9,	3 KW @ 331,	ROCK	,	$30.00	(Buckley)	
WHIO-F,	99.1,	50 KW @ 1060,	BTFL MUS (Bonne)	,	$80.00	(Christal)	Cox
WJAI-F,	92.9,	20 KW @ 135,	COUNTRY	,	$22.00	(Katz)	Great Trails (EATON)
WTUE-F,	104.7,	50 KW @ 500,	AOR (Burk-Abr)	,	$65.00	(Mc-Guild)	Group One
WVUD-F,	99.9,	50 KW @ 500,	ROCK	ABC-F,	$28.50	(Masla)	Univ of Dayton
WAZU-F,	102.9,	50 KW @ 195,	CONTEMP	MBS,	$ 9.25	(Regional)	(SPRINGFIELD)

WLW, WSKS-F - See Cincinnati WOWO - See Fort Wayne

TV STATIONS

WDTN	Dayton	2	ABC, Hearst
WHIO	Dayton	7	CBS, Cox
WKEF	Dayton	22	NBC

NEWSPAPERS

Dayton News	E	140,674, Cox
Dayton Journal & Herald	M	100,886, Cox
Springfield News	M	17,827, Cox
Springfield Sun	E	27,247, Cox

DAYTONA BEACH

Market # 152	Revenue : $2,902,669	National Rev: $575,521
Revenue Rank # 146	Income : $ -398,542	Nat Rev per Cap: $2.52
Income Rank # 238	% Rev Gain: +22.0	Tot Rev per Cap: $12.71
APR 15.9	Stations: 20/12	Tot Inc per Cap: $-1.75
SMSA Pop: 254,700	Diaries: 595/428:1	Profit Margin: ---
CSI: 1.7 Bil (# 160)	CSI HH: 15.3 M (# 334)	Retail $: 1.3 Bil (# 125)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WDOQ-F	63/17.7	15.4	11.7	8.0	4.9
2. WWLV-F	61/17.1	15.7	19.0	16.8	16.0
3. WDIZ-F	40/11.2	7.7	5.1	8.0	9.1
4. WDBO-F	35/ 9.8	14.7	11.7	11.8	10.7
WELE-F	35/ 9.8	10.4	12.0	8.8	5.2
6. WNDB	23/ 6.5	6.7	7.7	7.3	7.5
7. WSBB	16/ 4.5	5.0	7.3	8.4	11.4
8. WELE	11/ 3.1	4.3	1.8	3.8	3.6
9. WROD	9/ 2.5	4.0	2.9	6.1	5.2
WMFJ	9/ 2.5	1.7	2.6	2.3	5.2

12+ TSA 1/4	
1. WDOQ-F	64
WWLV-F	64
3. WDIZ-F	40
4. WDBO-F	37
5. WELE-F	36
6. WNDB	23
7. WSBB	17
8. WELE	11
9. WROD	9
WMFJ	9

12+ TSA CUME/MSA CUME RAT	
1. WDOQ-F	646/28.0
2. WWLV-F	628/26.8
3. WELE-F	472/20.5
4. WDIZ-F	419/18.5
5. WDBO-F	392/17.0
6. WNDB	349/15.4
7. WROD	286/12.6
8. WSBB	274/12.1
9. WDAT	186/ 8.1
10. WMFJ	174/ 7.7

12+ FM SHARE (METRO): 72.29% (240 of 332) (A/M 80: 68.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WWLV-F	1. WWLV-F
2. WDIZ-F	WDIZ-F	2. WDIZ-F	WELE-F	2. WELE-F	2. WDOQ-F
3. WELE-F		3. WELE-F	3. WWLV-F	3. WDOQ-F	3. WNDB

OTHER RATED STATIONS/METRO SHARE

WCCZ	1550	New Smyrna Beach	.6	WHOO	990	Orlando	.8
WDAT	1380	Ormond Beach	2.2	WHOO-F	96.5	Orlando	.6
WDLF	1310	DeLand	.8	WJYO-F	107.7	Mt. Dora	.6
WDBO	580	Orlando	.8	WKIS	740	Orlando	.8
WHLY-F	106.7	Leesburg	.6	WAPE	690	Jacksonville	.6

FORMATS	AM	FM	TOTAL	%
BTFL MUSIC	16 (1)	100 (4)	116 (5)	34.5
ROCK/AOR/CONTEMP		103 (2)	103 (2)	31.0
COUNTRY	18 (4)	35 (1)	53 (5)	16.0
MOR/AC	46 (5)	2 (1)	48 (6)	14.5
RELIGION	9 (1)		9 (1)	2.7
TALK	3 (1)		3 (1)	0.9
			332 (20)	

RADIO STATIONS

WELE, 1590, 1 KW (DAYS), COUNTRY MBS, $24.20 (Roslin)
WMFJ, 1450, 1 KW/250 W , RELIGION ABC-I, $ 8.00 (----)
WNDB, 1150, 1 KW (DA-N), MOR CBS, $19.60 (HR/Stone) Bdcst Manage
WROD, 1340, 1 KW/250 W , MOR ABC-E, $ 9.15 (Market 4) Elyria-Lorain
WSBB, 1230, 1 KW , BTFL/BIG BAND MBS, $ 8.00 (Lotus)

WDOQ-F, 101.9, 100 KW @ 265, ROCK , $20.00 (----)
WELE-F, 105.9, 100 KW @ 600, COUNTRY MBS, $24.20 (Roslin) Elyria - Lorain
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (Bonne) , $19.60 (HR/Stone) Bdcst Manage

Other Stations - See Orlando TV and Newspapers - See Orlando

DENVER

Market # 21; ADI # 20	Revenue : $25,303,429	National Rev: $6,761,307
Revenue Rank # 18	Income : $ 1,660,118	Nat Rev per Cap: $4.36
Income Rank # 28	% Rev Gain: +8.4	Tot Rev per Cap: $16.33
APR 17.8	Stations: 28/32	Tot Inc per Cap: $1.07
SMSA Pop: 1,654,600	Diaries: NA	Profit Margin: 6.6%
CSI: 15.0 Bil (# 22)	CSI HH: 24.1 M (# 39)	Retail $: 7.6 Bil (# 23)

12+ METRO 1/4/SHARE		A/M 80	O/N 80	A/M 79	O/N 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WBPI-F	238/9.9	8.6	9.0	4.9	4.6	1. KBPI-F	314	1. KOA	4401/19.6
2. KOA	178/7.4	7.8	6.5	9.9	6.4	2. KOA	270	2. KBPI-F	3970/24.0
3. KLIR-F	142/5.9	6.1	7.3	6.5	7.8	3. KLZ	205	3. KIMN	3924/20.6
4. KAZY-F	138/5.7	4.2	5.2	6.1	7.3	4. KIMN	191	4. KOAQ-F	3183/16.8
5. KOSI-F	136/5.7	6.7	5.7	6.9	6.7	5. KOSI-F	185	5. KLZ	2938/13.0
KYGO-F	136/5.7	3.5	2.8	3.1	3.0	6. KOAQ-F	169	6. KHOW	2905/16.2
7. KLZ	132/5.5	4.7	6.7	5.4	3.9	7. KAZY-F	158	7. KOSI-F	2638/14.6
8. KIMN	129/5.4	5.4	7.7	6.8	6.5	8. KLIR-F	154	8. KAZY-F	2514/15.0
9. KEZW	126/5.2	3.2	3.2	2.1	3.4	9. KYGO-F	152	9. KLIR-F	2130/14.7
KOAQ-F	126/5.2	6.0	2.7	2.6	3.4	10. KHOW	144	10. KYGO-F	1710/11.6
11. KHOW	103/4.3	5.8	7.6	7.7	9.9	11. KEZW	126	11. KEZW	1642/11.9
12. KPPL-F	98/4.1	5.1	4.9	3.6	2.8	12. KPPL-F	101	12. KPPL-F	1496/10.7
13. KVOD-F	81/3.4	4.8	3.8	4.1	3.2	13. KVOD-F	90	13. KVOD-F	1329/ 8.7
14. KBCO-F	75/3.1	2.4	1.6	1.3	1.5	14. KBCO-F	77	14. KHOW-F	1120/ 7.6
15. KDKO	68/2.8	2.5	.9	1.6	1.4	15. KDKO	68	15. KDEN	957/ 7.0

12+ FM SHARE (METRO): 56.58% (1299 of 2296) (A/M 80: 50.34%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBPI-F	1. KBPI-F	1. KBPI-F	1. KYGO-F	1. KOA	1. KOA
2. KOAQ-F	2. KAZY-F	2. KYGO-F	2. KLZ	2. KEZW	2. KHOW+
3. KAZY-F	3. KIMN	3. KAZY-F	3. KLIR-F	3. KLIR-F	3. KLZ
4. KIMN	4. KBCO-F	4. KIMN	4. KHOW	4. KOSI-F	4. KBPI-F
5. KDKO	5. KOAQ-F	5. KLZ	5. KOA	5. KLZ	5. KIMN

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	165 (3)	663 (6)	828 (9)	36.1
COUNTRY	180 (3)	136 (1)	316 (4)	13.8
BTFL MUSIC		278 (2)	278 (2)	12.1
MOR/AC	177 (4)	98 (1)	275 (5)	12.0
NEWS/TALK	264 (3)		264 (3)	11.5
BIG BAND	126 (1)		126 (1)	5.5
BLACK/JAZZ	68 (1)	43 (1)	111 (2)	4.8
CLASSICAL		81 (1)	81 (1)	3.5
RELIGION	17 (1)		17 (1)	0.7
			2296 (28)	

DENVER ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KBPI-F	1. KBPI-F	1. KBPI-F
2. KOA	2. KIMN	KOA
3. KOSI-F	3. KOA	3. KIMN
4. KIMN	4. KOAQ-F	4. KOSI-F
5. KOAQ-F	5. KHOW	5. KDKO
6. KLZ	6. KOSI-F	6. KLZ
7. KAZY-F	7. KAZY-F	7. KLIR-F
8. KYGO-F	8. KLZ	8. KYGO-F
9. KLIR-F	9. KLIR-F	9. KEZW
10. KHOW	10. KYGO-F	10. KHOW
11. KEZW	11. KEZW	
12. KPPL-F	12. KPPL-F	
13. KVOD-F	13. KVOD-F	
14. KBCO-F	14. KHOW-F	
15. KDKO	15. KDEN	

OTHER RATED STATIONS/METRO SHARE			
KADE	1190	Boulder	.5
KADX-F	105.1		1.8
KBRQ	1280		1.0
KDEN	1340		1.9
KERE	710		1.3
KFML	1390		1.0
KHOW-F	95.7		1.8
KLAK	1600		1.0
KLDR	1090		1.5
KLMO	1060	Longmont	.3
KRKS	990		.7
KWBZ	1150	Englewood	1.7
KTCL-F	93.3	Fort Collins	1.7

ADI FM SHARE: 53.91% (1525 of 2829) (A/M 80: 48.17%)

AM STATIONS

KDEN,	1340,	1 KW/250 W	, NEWS	NBC,	$ 34.00	(Savalli)	
KDKO,	1510,	5 KW/1 KW (DA-2)	, URBAN	SBN,	$ 37.50	(Roslin)	Sterling
KERE,	710,	5 KW (DA-1)	, AC	MBS,	$ 33.00	(----)	Mission
KEZW,	1430,	5 KW (DA-N)	, BIG BAND/NOST (Al Ham)	,	$ 35.00	(Torbet)	
KHOW,	630,	5 KW (DA-N)	, MOR	,	$ 84.98	(Eastman)	Doubleday
KIMN,	950,	5 KW (DA-1)	, ROCK	,	$ 98.00	(Blair)	Jeff-Pilot
KLZ ,	560,	5 KW (DA-1)	, COUNTRY	ABC-E,	$ 90.00	(Mc-Guild)	Group One
KOA ,	850,	50 KW	, TALK/NEWS	CBS,	$120.00	(Katz)	GE

FM STATIONS

KAZY-F,	106.7,	94 KW @ 960,	AOR (Burk-Abr)	,	$ 90.00	(Mc-Guild)	Group One
KBCO-F,	97.3,	25 KW @ 1860,	AOR	,	$ 37.00	(Masla)	(BOULDER)
KBPI-F,	105.9,	100 KW @ 900,	AOR	Source,	$105.00	(Selcom)	Sandusky News
KHOW-F,	95.7,	100 KW @ 725,	CONTEMP	,	$ 43.77	(Eastman)	Doubleday
KLIR-F,	100.3,	100 KW @ 500,	BTFL MUS (Schulke)	,	$ 60.00	(Christal)	Duffy
KOAQ-F,	103.5,	100 KW @ 1061,	ROCK	,	$ 65.00	(Katz)	GE
KOSI-F,	101.1,	100 KW @ 790,	BTFL MUS (Bonne)	,	$ 55.25	(RAR)	Westinghouse
KPPL-F,	107.5,	100 KW @ 1800,	AC	RKO,	$ 66.38	(MMR)	Des Moines Reg
KVOD-F,	99.5,	100 KW @ 380,	CLASSICAL	,	$ 42.50	(CMBS)	
KYGO-F,	98.5,	50 KW @ 720,	COUNTRY (TM)	,	$ 50.00	(Blair)	Jeff-Pilot

TV STATIONS

KBTV	Denver	9	ABC, Combined/Gannett
KMGH	Denver	7	CBS, McGraw-Hill
KOA	Denver	4	NBC, General Electric
KWGN	Denver	2	IND, Chicago Tribune Co.

NEWSPAPERS

Denver Post	E	260,331, Times-Mirror
Rocky Mountain News	M	271,153, Scripps-Howard

DES MOINES

Market # 112
Revenue Rank # 60
Income Rank # 51
APR 14.9
SMSA Pop: 338,000
CSI: 2.8 Bil (# 107)

Revenue : $7,668,292
Income : $ 810,380
% Rev Gain: +6.7
Stations: 14/13
Diaries: 706/479:1
CSI HH: 22.4 M (# 101)

National Rev: $1,995,163
Nat Rev per Cap: $5.90
Tot Rev per Cap: $22.68
Tot Inc per Cap: $2.40
Profit Margin: 10.6%
Retail $: 1.8 Bil (# 98)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KSO	62/14.9	10.3	14.6	10.5	17.6
2. KGGO-F	54/13.0	8.8	11.1	7.4	6.3
3. KRNT	52/12.5	13.1	11.9	10.8	11.8
4. KLYF-F	47/11.3	13.3	12.4	11.0	13.1
5. WHO	43/10.4	15.1	16.9	16.4	15.1
6. KRNQ-F	42/10.1	11.6	9.8	9.5	7.6
7. KIOA	31/ 7.5	8.3	6.9	10.3	12.1
8. KMGK-F	28/ 6.7	11.3	6.6	9.7	7.6
9. KJJY-F	8/ 1.9	1.0	1.6	.8	1.0
KEZT-F	8/ 1.9	---	.8	2.8	.8

12+ TSA 1/4	
1. WHO	246
2. KSO	146
3. KLYF-F	114
4. KIOA	92
5. WGGO-F	85
6. KRNQ-F	73
7. KRNT	72
8. KMGK-F	63
9. WOW	42
10. KEZT-F	23

12+ TSA CUME/MSA CUME RAT	
1. WHO	3474/25.9
2. KIOA	2212/24.7
3. KSO	1710/27.7
4. KLYF-F	1431/20.9
5. KRNQ-F	1193/22.0
6. KRNT	1088/26.4
7. KMGK-F	1041/17.2
8. KGGO-F	1036/19.5
9. WOW	826/ 1.8
10. KEZT-F	361/ 4.0

12+ FM SHARE (METRO): 48.60% (191 of 393) (A/M 80: 44.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGGO-F	1. KGGO-F	1. KGGO-F	1. KSO	1. KSO	1. WHO
2. KRNQ-F	2. KRNQ-F	2. KSO	2. KRNT	2. KRNT	2. KSO
3. KMGK-F	3. KIOA	3. KRNQ-F	3. KLYF-F	3. KLYF-F	3. KRNT
4. KIOA	4. KMGK-F	4. KIOA	4. WHO	4. WHO	4. KIOA

OTHER RATED STATIONS/METRO SHARE

KCBC	1390		1.4
KDMI-F	97.3		1.0
KEZT-F	104.1	Ames	1.9
WOW	590	Omaha	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (2)	124 (3)	157 (5)	39.9
COUNTRY	62 (1)	8 (1)	70 (2)	17.8
MOR/AC	58 (2)	8 (1)	66 (3)	16.8
BTFL MUSIC		47 (1)	47 (1)	12.0
NEWS/TALK	43 (1)		43 (1)	10.9
RELIGION	6 (1)	4 (1)	10 (2)	2.5
			393 (14)	

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP , $39.95 (Eastman) Mid America
KRNT, 1350, 5 KW (DA-N) , MOR CBS, $32.75 (Katz) Stauffer
KSO , 1460, 5 KW (DA-N) , COUNTRY ABC-I, $32.75 (Torbet) Stoner
WHO , 1040, 50 KW , NEWS/TALK NBC, $67.50 (Blair) Palmer

KGGO-F, 94.9, 100 KW @ 300, AOR (Burk-Abr) Source, $34.00 (Torbet) Stoner
KMGK-F, 93.3, 100 KW @ 420, ROCK , $28.20 (Eastman) Mid America
KJJY-F, 103.3, 3 KW @ 300, COUNTRY , $26.00 (Selcom)
KLYF-F, 100.3, 100 KW @ 1700, BTFL MUS (Schulke) , $22.00 (Blair) Palmer
KRNQ-F, 102.5, 100 KW @ 514, ROCK (TM) , $28.50 (Katz) Stauffer
KEZT-F, 104.1, 100 KW @ 465, AC , $14.50 (----) (AMES)

WOW - See Omaha

TV STATIONS

KCCI	Des Moines	8	CBS, Cowles
WOI	Ames	5	ABC, Iowa State
WHO	Des Moines	13	NBC, Palmer

NEWSPAPERS

Des Moines Register	M	210,577
Des Moines Tribune	E	82,201

DETROIT

Market # 5; ADI # 7
Revenue Rank # 6
Income Rank # 43
APR 17.2
SMSA Pop: 4,365,000
CSI: 39.9 Bil (# 5)

Revenue : $46,549,732
Income : $ 1,038,870
% Rev Change: + .1%
Stations: 28/38
Diaries: 2370/1842:1
CSI HH: 26.5 M (# 10)

National Rev: $14,186,158
Nat Rev per Cap: $3.25
Tot Rev per Cap: $10.65
Tot Inc per Cap: $ .24
Profit Margin: 2.2%
Retail $: 19.7 Bil (# 4)

12+ METRO 1/4/SHARE		WIN 81	O/N 80	J/A 80	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WJR	669/11.0	10.6	8.7	13.8	11.8	1. WJR	1007	1. WJR	14144/27.9
2. WLLZ-F	490/ 8.0	9.2	7.9	---	---	2. WLLZ-F	546	2. WLLZ-F	7934/19.6
3. WWJ	304/ 5.0	6.7	6.5	5.5	5.0	3. WRIF-F	346	3. CKLW	7778/16.0
4. WRIF-F	292/ 4.8	4.3	5.1	6.1	7.0	4. WWJ	326	4. WRIF-F	6781/16.0
5. WNIC-F	285/ 4.7	4.0	5.3	4.4	4.4	5. WWWW-F	315	5. WWJ	6487/16.4
6. WJR-F	278/ 4.6	5.1	4.5	3.5	4.7	6. WNIC-F	313	6. WABX-F	6184/15.8
7. WWWW-F	271/ 4.4	1.9	1.6	4.2	3.4	7. WJR-F	302	7. WNIC-F	5906/15.2
8. WMJC-F	266/ 4.4	4.5	5.0	6.2	5.5	8. CKLW	292	8. WMJC-F	5172/13.4
9. WXYZ	249/ 4.1	3.6	3.4	3.0	2.7	9. WMJC-F	290	9. WJR-F	5025/12.4
10. WOMC-F	244/ 4.0	3.5	3.9	3.3	4.4	10. WXYZ	259	10. WDRQ-F	4950/13.1
11. WABX-F	240/ 3.9	3.1	2.7	3.3	3.7	11. WOMC-F	257	11. WWWW-F	4524/10.2
12. WCZY-F	234/ 3.8	4.1	4.2	4.5	5.3	12. WABX-F	256	12. WXYZ	4025/10.9
13. WDRQ-F	215/ 3.5	2.8	3.6	4.3	4.6	13. WCZY-F	250	13. WCZY-F	3898/10.2
14. CKLW	212/ 3.5	3.7	3.6	2.8	4.6	14. WCXI	249	14. WCXI	3860/ 9.0
15. WCXI	206/ 3.4	4.6	5.5	4.3	5.1	15. WDRQ-F	227	15. WJLB-F	3414/ 9.3
16. WTWR-F	179/ 2.9	2.4	2.9	3.1	2.4	16. WTWR-F	186	16. WWJ-F	3325/ 8.9
17. WWJ-F	167/ 2.7	3.8	3.0	2.3	3.4	17. WWJ-F	169	17. WTWR-F	3253/ 8.7
18. WJLB-F	156/ 2.6	3.0	.5	.5	.5	18. WJLB-F	167	18. WLBS-F	3139/ 8.7
19. WLBS-F	155/ 2.5	2.8	3.2	3.3	2.1	19. WLBS-F	156	19. WOMC-F	3051/ 8.1
20. WGPR-F	140/ 2.3	1.8	1.6	2.3	2.4	20. WGPR-F	145	20. WGPR-F	2872/ 7.8

12+ FM SHARE (METRO): 67.19% (3887 of 5785) (A/M 80: 61.49%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLLZ-F	1. WLLZ-F	1. WLLZ-F	1. WJR	1. WJR	1. WJR
2. WDRQ-F	2. WNIC-F	2. WNIC-F	2. WWWW-F	2. WWWW-F	2. WWJ
3. WABX-F	3. WRIF-F	3. WRIF-F	3. WOMC-F	3. WJR-F	3. CKLW
4. WRIF-F	4. WMJC-F	4. WMJC-F	4. WMJC-F	4. WWJ	4. WNIC-F+
5. WGPR-F	5. WABX-F	5. WOMC-F	5. WNIC-F	5. WCZY-F	5. WRIF-F
6. WLBS-F	6. WTWR-F	6. WJR	6. CKLW	6. WXYZ	6. WLLZ-F
7. WCHB	7. CKLW	7. WWWW-F	WCZY-F	7. WOMC-F	7. WCXI

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	128 (2)	1788 (6)	1916 (8)	33.1
MOR/AC	881 (2)	423 (2)	1304 ~~(4)~~	22.5
BTFL MUSIC		679 (3)	679 (3)	11.7
BLACK/URBAN/JAZZ	95 (1)	560 (4)	655 (5)	11.3
NEWS/TALK	553 (2)		553 (2)	9.6
COUNTRY	206 (1)	308 (2)	514 (3)	8.9
CLASSICAL		87 (1)	87 (1)	1.5
RELIGION		42 (1)	42 (1)	0.7
ETHNIC	35 (1)		35 (1)	0.6
			5785 (28)	

4/6

DETROIT ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WJR	1. WJR	1. WJR
2. WLLZ-F	2. WLLZ-F	2. WWJ
3. WRIF-F	3. CKLW	3. WDRQ-F
4. WWJ	4. WRIF-F	4. WLLZ-F
5. WNIC-F	5. WWJ	5. WCXI
6. WWWW-F	6. WABX-F	6. WOMC-F
7. WJR-F	7. WNIC-F	7. WWWW-F
8. WMJC-F	8. WMJC-F	8. WXYZ
9. WOMC-F	9. WDRQ-F	9. CKLW
10. WABX-F	10. WJR-F	10. WJLB-F
11. WXYZ	11. WWWW-F	
12. WCZY-F	12. WXYZ	
13. CKLW	13. WCZY-F	
14. WDRQ-F	14. WJLB-F	
15. WCXI	15. WCXI	

OTHER RATED STATIONS/METRO SHARE

WCHB	1440	Inkster	1.6
WJZZ-F	105.9		1.8
WMUZ-F	103.5		.7
WMZK	1400		.6
WNIC	1310	Dearborn	.5
WQRS-F	105.1		1.4
WHND	560	Monroe	1.6
CKLW-F	93.9	Windsor	.6

ADI FM SHARE: 66.80% (4111 of 6154) (A/M 80: 60.37%)

AM STATIONS

CKLW,	800,	50 KW	, CONTEMP/AC	,	$130.00	(Christal)	Baton
wcxi,	1130,	50 KW/10 KW (DA-2)	, COUNTRY	MBS,	$200.00	(Katz)	Golden West
WJR ,	760,	50 KW	, MOR/TALK	NBC,	$185.00	(Eastman)	Capital Cities
WWJ ,	950,	5 KW (DA-N)	, NEWS	CBS,	$125.00	(CBS Spot)	Detroit News
WXYZ,	1270,	5 KW (DA-N)	, TALK	ABC-I,	$ 82.50	(Blair)	ABC

FM STATIONS

WABX-F,	99.5,	6.5 KW @ 870,	AOR	,	$105.00	(Mc-Guild)	Century
WCZY-F,	95.5,	100 KW @ 430,	BTFL MUS (Schulke II)	ABC-E,	$ 80.63	(Selcom)	Gannett
WDRQ-F,	93.1,	20 KW @ 500,	ROCK	,	$102.50	(Masla)	Charter
WGPR-F,	107.5,	50 KW @ 388,	BLACK	SBN,	$ 45.00	(Lazar)	
WJLB-F,	97.9,	50 KW @ 410,	BLACK	,	$ 77.50	(HR/Stone)	Booth
WJR -F,	96.3,	50 KW @ 480,	BTFL MUS (Schulke)	,	$ 83.00	(Eastman)	Capital Cities
WLBS-F,	102.7,	40 KW @ 410,	BLACK/URBAN	,	$ 69.00	(Unirep)	Inner City
WLLZ-F,	98.7,	50 KW @ 480,	AOR	,	$175.00	(RAR)	Doubleday
WMJC-F,	94.7,	10 KW @ 950,	CONTEMP/AC	ABC-C,	$145.00	(MMR)	Greater Media
WNIC-F,	100.3,	50 KW @ 400,	CONTEMP/AC	,	$120.00	(RKO)	Marv Josephson
WOMC-F,	104.3,	190 KW @ 416,	AC/MOR	,	$106.88	(Torbet)	Metromedia
WRIF-F,	101.1,	27 KW @ 880,	AOR	ABC-F,	$118.25	(Blair)	ABC
WTWR-F,	92.3,	22 KW @ 742,	AC	ABC-E,	$200.00	(Katz)	Golden West
WWJ-F ,	97.1,	12 KW @ 892,	BTFL MUS (FM-100)	,	$ 75.00	(CBS Spot)	Detroit News
WWWW-F,	106.7,	61 KW @ 508,	COUNTRY	,	$ 51.88	(Buckley)	Shamrock

TV STATIONS

CBET	Windsor	9	CBC
WGPR	Detroit	62	IND
WJBK	Detroit	2	CBS, Storer
WKBD	Detroit	50	IND, Field

WDIV	Detroit	4	NBC, Post-News
WXON	Detroit	20	IND
WXYZ	Detroit	7	ABC, ABC

NEWSPAPERS

Detroit Free Press	M	607,647, Knight-Ridder
Detroit News	E	628,574

DULUTH

Market # 151
Revenue Rank # 139
Income Rank # 107
APR 18.4
SMSA Pop: 257,800
CSI: 1.9 Bil (# 148)

Revenue : $3,070,118
Income : $ 251,009
% Rev Gain: -21.3
Stations: 17/12
Diaries: 551/468:1
CSI HH: 20.0 M (# 216)

National Rev: $382,542
Nat Rev per Cap: $1.48
Tot Rev per Cap: $11.91
Tot Inc per Cap: $ .98
Profit Margin: 8.2%
Retail $: 1.2 Bil (# 146)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WKKQ-F+	70/17.0	12.4	12.9
2. WDSM	58/14.1	8.2	6.2
3. KDAL	50/12.2	18.5	18.6
4. WEVE-F+	33/ 8.0	9.7	6.8
5. KZIO-F	32/ 7.8	7.9	---
6. WEBC	28/ 6.8	7.7	11.3
WGGR-F	28/ 6.8	7.9	8.1
WAKX-F	28/ 6.8	7.7	11.9
9. KQDS-F	21/ 5.1	2.9	3.0
10. WMFG+	12/ 3.0	4.7	6.5

12+ TSA 1/4	
1. WKKQ-F+	108
2. WDSM	90
3. KDAL	71
4. WAKX-F	46
5. WEBC	41
6. KZIO-F	37
7. WGGR-F	35
8. WEVE-F+	33
9. KQDS-F	24
10. WWJC	14

12+ TSA CUME/MSA CUME RAT	
1. WEBC	1002/28.6
2. WDSM	940/28.7
3. WKKQ-F+	909/23.6
4. KDAL	871/28.4
5. WAKX-F	653/21.6
6. KZIO-F	490/18.5
7. WEVE-F+	449/19.5
8. WGGR-F	439/15.6
9. KQDS-F+	310/11.7
10. WAKX	269/10.6

12+ FM SHARE (METRO): 45.34% (175 of 386) (A/M 80: 36.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZIO-F	1. WKKQ-F+	1. WKKQ-F+	1. WDSM	1. WKKQ-F+	1. WKKQ-F+
2. WAKX-F	2. KZIO-F	2. WDSM	2. WKKQ-F	2. WEBC	2. KDAL
3. KQDS-F	3. WEBC	3. WEBC	3. KDAL	3. KDAL	3. WDSM

OTHER RATED STATIONS/METRO SHARE

WAKX	970		1.9	WWJC	850		1.9
WHLB	1400	Virginia	1.9	WCCO	830	Minneapolis	.5

FORMATS

	AM	FM	TOTAL	%
COUNTRY	91 (2)	37 (1)	128 (3)	33.2
ROCK/AOR/CONTEMP	18 (2)	104 (4)	122 (6)	31.6
MOR/AC	94 (5)	6 (1)	100 (6)	25.9
BTFL MUSIC		28 (1)	28 (1)	7.3
RELIGION	8 (1)		8 (1)	2.1
			386 (17)	

RADIO STATIONS

KDAL, 610, 5 KW (DA-N)	, MOR	CBS, $18.06	(Buckley)	
WDSM, 710, 10 KW/5 KW (DA-N)	, COUNTRY	NBC, $20.00	(Torbet)	
WEBC, 560, 5 KW (DA-2)	, AC	ABC-E, $17.00	(Katz)	Midwest
WEVE+,1340, 1 KW/250 W	, CONTEMP	ABC-C, $10.00	(Howard)	(EVELETH)
WWJC, 850, 10 KW (DAYS)	, RELIGION	ABC-E, $ 4.00	(----)	
KQDS-F, 94.9, 40 KW @ 400	, AOR	, $20.31	(Masla)	
KZIO-F, 102.5, 100 KW @ 600	, CONTEMP (Drake-Chen)	Source,$18.00	(Torbet)	
WAKX-F, 98.9, 100 KW @ 600	, ROCK	ABC-I,$18.00	(Howard)	
WGGR-F, 105.1, 100 KW @ 749	, BTFL MUS	, $14.50	(Lotus)	
WKKQ-F+, 93.9, 100 KW @ 546	, COUNTRY	, $19.00	(Savalli)	(HIBBING)
WMFG-F+,106.3, 600 W @ 269	, MOR	ABC-I, $ 6.75	(Hurley)	(HIBBING)

TV STATIONS

KBJR	Superior	6	NBC
WDIO	Duluth	10	ABC, Harcourt Brace Jovanovich
KDLH	Duluth	3	CBS, Palmer

NEWSPAPERS

Duluth Herald	E	19,878, Knight-Ridder
Duluth News-Tribune	M	51,192, Knight-Ridder
Superior Telegram	E	14,640, Morgan Murphy

EL PASO

Market # 84
Revenue Rank # 96
Income Rank # 251
APR 16.2
SMSA Pop: 489,000
CSI: 3.1 Bil (# 98)

Revenue : $4,886,158
Income : $-1.150,532
% Rev Gain: +26.1
Stations: 23/16
Diaries: 794/616:1
CSI HH: 20.8 M (# 175)

National Rev: $1,903,860
Nat Rev per Cap: $4.16
Tot Rev per Cap: $10.69
Tot Inc per Cap: $-2.52
Profit Margin: ---
Retail $: 2.1 Bil (# 85)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KLAQ-F	84/14.1	4.0	3.1	5.2	9.2
2. KLOZ-F	53/ 8.9	10.4	9.4	5.4	2.3
3. KAMA	45/ 7.6	8.1	4.2	9.2	11.4
4. KHEY	42/ 7.0	7.3	10.4	11.3	7.1
5. KHEY-F	39/ 6.5	7.2	7.5	8.6	8.7
6. KSET	36/ 6.0	5.5	6.7	2.9	3.5
7. KSET-F	35/ 5.9	6.4	8.3	5.6	6.0
KROD	35/ 5.9	1.9	1.5	2.9	3.9
9. KINT-F	32/ 5.4	7.5	7.9	11.7	7.9
10. KFIM-F	25/ 4.2	4.9	5.4	5.6	4.0

12+ TSA 1/4	
1. KLAQ-F	102
2. KLOZ-F	72
3. KHEY	67
4. KROD	57
5. KHEY-F	56
6. KAMA	46
7. KSET-F	38
8. KSET	37
9. KTSM-F	36
10. KINT-F	34

12+ TSA CUME/MSA CUME RAT	
1. KHEY	900/15.9
2. KLAQ-F	828/20.1
3. KROD	813/15.8
4. KLOZ-F	776/17.0
5. KINT-F	746/17.4
6. KHEY-F	728/11.9
7. KSET-F	590/14.8
8. KFIM-F	580/12.5
9. KSET	465/11.9
10. KELP	437/11.2

12+ FM SHARE (METRO): 53.89% (305 of 566) (A/M 80: 52.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLAQ-F	1. KLAQ-F	1. KLAQ-F	1. KHEY	1. KAMA	1. KHEY
2. KROD	2. KLOZ-F	2. KLOZ-F	2. KLOZ-F	2. KHEY	2. KLOZ-F
3. KSET	3. KINT-F	3. KHEY	3. KHEY-F	3. KLOZ-F	3. KLAQ-F
4. KSET-F	4. KSET	4. KHEY-F	4. KAMA	4. KHEY-F	4. KROD

OTHER RATED STATIONS/METRO SHARE

KAMA-F	93.1		1.2
KKOL	1590		.8
KTSM-F	99.9		3.4
XEFV	1000	Cuidad Juarez	.3
XEP	1300	Cuidad Juarez	.3
KELP	920		3.2
KPAS-F	93.9		1.7
XCJC	1490	Cuidad Juarez	.3
XEJ	970	Cuidad Juarez	1.3
XROK	800	Cuidad Juarez	2.3
XZOI	860	Cuidad Juarez	2.2
KISO	1150		2.5
KTSM	1380		3.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	71 (2)	176 (4)	247 (6)	43.6
COUNTRY	42 (1)	92 (2)	134 (3)	23.7
SPANISH	86 (7)	7 (1)	93 (8)	16.4
NEWS/TALK	23 (1)		23 (1)	4.1
BTFL MUSIC		20 (1)	20 (1)	3.6
MOR/AC	19 (1)		19 (1)	3.4
BIG BAND	15 (1)		15 (1)	2.7
UNKNOWN		10 (1)	10 (1)	1.8
RELIGION	5 (1)		5 (1)	0.9
			566 (23)	

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS) , SPANISH , $27.80 (Eastman)
KELP, 920, 1 KW/500 W (DA-N), AC , $? ? (Christal) Clear Channel
KHEY, 690, 10 KW (DA-2) , COUNTRY (Burk-Abr) ABC-I, $40.50 (Katz)
KROD, 600, 5 KW (DA-N) , CONTEMP , $13.00 (Torbet) Rex
KSET, 1340, 1 KW/250 W , ROCK (Burk-Abr) , $25.00 (Mc-Guild) Brdcst Assoc

KFIM-F, 92.3, 100 KW @ 1860, ROCK ABC-F, $15.00 (HR/Stone)
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY (Burk-Abr) , $40.50 (Katz)
KINT-F, 97.5, 60 KW @ 1080, ROCK , $18.00 (Selcom)
KLAQ-F, 95.5, 100 KW @ 1300, AOR (Burk-Abr) Source, $15.00 (Torbet) Rex
KLOZ-F, 102.1, 57 KW @ 1160, COUNTRY , $38.75 (Blair) Henson
KSET-F, 94.1, 100 KW @ 732, ROCK , $25.00 (Mc-Guild) Brdcst Assoc
KTSM-F, 99.9, 100 KW @ 1820, BTFL MUS , $ 8.50 (Howard)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ERIE

Market # 139
Revenue Rank # 166
Income Rank # 161
APR 14.8
SMSA Pop: 274,700
CSI: 1.9 Bil (# 146)

Revenue : $2,529,179
Income : $ 65,163
% Rev Gain: -4.0%
Stations: 12/9
Diaries: 549/500:1
CSI HH: 20.8 M (# 176)

National Rev: $310,216
Nat Rev per Cap: $1.13
Tot Rev per Cap: $9.21
Tot Inc per Cap: $ .24
Profit Margin: 2.6%
Retail $: 1.1 Bil (# 155)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WCCK-F	79/23.4	23.3	23.2	1. WCCK-F	97	1. WCCK-F	1277/41.6
2. WJET	67/19.8	15.5	13.3	2. WJET	67	2. WJET	892/38.6
3. WLVU-F	55/16.3	16.8	19.4	3. WZPR-F	61	3. WLVU-F	741/29.2
4. WRIE	37/10.9	12.7	15.2	4. WLVU-F	55	4. WRIE	632/27.4
5. WLKK	33/ 9.8	10.6	10.8	5. WRIE	37	5. WZPR-F	478/ 4.0
6. WSEG-F	10/ 3.0	5.0	5.7	6. WLKK	33	6. WLKK	444/19.5
7. WREO-F	7/ 2.1	.6	---	7. WREO-F	25	7. WREO-F	334/ 4.3
WZPR-F	7/ 2.1	.9	---	8. WSEG-F	11	8. WSEG-F	192/ 8.1
9. WCTL-F	4/ 1.2	---	1.0	9. WCTL-F	4	9. WJR	135/ 3.2
10. WHYP-F+	3/ .9	---	1.3	10. WHYP-F+	3	10. WHYP-F+	123/ 5.4

12+ FM SHARE (METRO): 53.95% (164 of 304) (A/M 80: 52.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WLVU-F	1. WCCK-F+
2. WJET	2. WJET	2. WJET	2. WLVU-F	2. WJET	2. WJET
	3. WRIE	3. WRIE	3. WRIE	3. WRIE	3. WRIE

OTHER RATED STATIONS/METRO SHARE

WJR	760	Detroit	.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	67 (1)	79 (1)	146 (2)	48.0
BTFL MUSIC		62 (2)	62 (2)	20.4
COUNTRY	34 (2)	9 (2)	43 (4)	14.1
MOR/AC	39 (2)		39 (2)	12.8
UNKNOWN		10 (1)	10 (1)	3.3
RELIGION		4 (1)	4 (1)	1.3
			304 (12)	

RADIO STATIONS

WJET, 1400, 1 KW/250 W , CONTEMP/AC		$17.13	(Eastman)	Myron Jones
WLKK, 1260, 5 KW (DA-2), COUNTRY	NBC,	$13.00	(Buckley)	Goldman
WRIE, 1330, 5 KW (DA-2), AC/MOR	ABC-E,	$24.50	(Mc-Guild)	
WCTL-F, 106.3, 3 KW @ 300, RELIGION (?)	,	$? ?	(----)	(UNION CITY)
WCCK-F, 103.7, 50 KW @ 1154, ROCK	ABC-C,	$19.50	(Katz)	
WHYP-F+,100.9, 3 KW @ -95, COUNTRY	,	$10.00	(----)	(NORTH EAST)
WLVU-F, 99.9, 9.7 KW @ 400, BTFL MUS (Schulke)	,	$20.00	(Buckley)	Goldman
WSEG-F, 102.3, 3 KW @ 401, ? ? ?	,	$10.00	(Groskin)	(McKean)
WREO-F, 97.1, 50 KW @ 500, BTFL MUS	,	$12.50	(----)	(ASHTABULA)
WZPR-F, 100.3, 10 KW @ 585, COUNTRY	ABC-I,	$10.50	(Regional)	Regional (MEADVILLE)

TV STATIONS

WICU	Erie	12	NBC, Lamb Communications
WJET	Erie	24	ABC, Myron Jones
WSEE	Erie	35	CBS, Gillett

NEWSPAPERS

Erie Times	E	50,427, Mead
Erie News	M	24,402, Mead

EUGENE-SPRINGFIELD

Market # 136	Revenue : $4,181,509	National Rev: $1,318,958
Revenue Rank # 112	Income : $ -735,141	Nat Rev per Cap: $4.98
Income Rank # 248	% Rev Gain: -11.6	Tot Rev per Cap: $15.79
APR 16.0	Stations: 15/12	Tot Inc per Cap: $-2.77
SMSA Pop: 281,400	Diaries: 589/478:1	Profit Margin: ---
CSI: 2.2 Bil (# 126)	CSI HH: 21.8 M (# 126)	Retail $: 1.3 Bil (# 126)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KPNW-F	52/14.1	13.9	13.3	14.5	12.7	1. KPNW-F	71	1. KPNW	837/19.1
2. KSND-F	51/13.9	10.5	9.5	8.0	8.0	2. KSND-F	53	2. KPNW-F	709/23.4
3. KUGN	36/ 9.8	14.2	14.6	11.6	9.4	3. KPNW	51	3. KUGN	658/26.4
4. KEED	29/ 7.9	9.3	9.5	9.1	5.0	4. KZEL-F	38	4. KSND-F	644/25.8
5. KPNW	28/ 7.6	9.6	9.5	8.5	10.7	5. KUGN	37	5. KZEL-F	526/17.6
KZEL-F	28/ 7.6	9.9	11.4	11.1	9.0	6. KEED	31	6. KEED	437/17.0
7. KQDQ	23/ 6.3	---	1.9	6.8	8.7	7. KUGN-F	25	7. KBDF	392/15.0
8. KUGN-F	22/ 6.0	3.7	5.4	2.8	2.7	KRKT-F+	25	8. KUGN-F	381/13.4
9. KBDF	15/ 4.1	5.1	7.0	6.5	11.4	9. KQDQ	23	9. KRKT-F+	350/ 2.1
10. KBMC-F	14/ 3.8	1.7	---	.9	---	10. KBDF	17	10. KORE	191/ 8.2

12+ FM SHARE (METRO): 53.14% (169 of 318) (A/M 80: 45.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSND-F	1. KSND-F	1. KSND-F	1. KSND-F	1. KPNW-F	1. KPNW
	2. KZEL-F	2. KPNW-F	KPNW-F	2. KUGN	2. KUGN
	3. KPNW-F	3. KZEL-F	KEED	3. KEED	3. KPNW-F

OTHER RATED STATIONS/METRO SHARE

KASH	1600	.8	KRKT-F+	99.1	Albany	.8
KORE	1050	3.3	KWIL	790	Albany	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (2)	79 (2)	97 (4)	30.5
MOR/AC	64 (2)		64 (2)	20.1
COUNTRY	30 (2)	24 (2)	54 (4)	17.0
BTFL MUSIC		52 (1)	52 (1)	16.4
RELIGION	14 (2)	14 (1)	28 (3)	8.8
BIG BAND	23 (1)		23 (1)	7.2
			318 (15)	

RADIO STATIONS

KBDF, 1280, 5 KW/L KW (DA-N), OLDIES/CONT RKO, $12.50 (Buckley)
KEED, 1450, 1 KW , COUNTRY ABC-E,ABC-I, $17.00 (Selcom)
KPNW, 1120, 50 KW (DA-2) , MOR NBC, $48.00 (Katz) Pacific NW
KQDQ, 1320, 1 KW (DAYS) , BIG BAND/NOST (Al Ham) MBS, $13.00 (HR/Stone) Empire
KUGN, 590, 5 KW/1 KW (DA-N), MOR/AC CBS, $26.75 (Torbet)

KBMC-F, 94.5, 3.4 KW @ 800, RELIGION , $13.00 (----)
KPNW-F, 99.1, 100 KW @ 1485, BTFL MUS (Bonne) , $48.00 (Katz) Pacific Northwest,
KSND-F, 93.1, 27 KW @ 1800, ROCK (TM) Source, $13.30 (Roslin) Sterling
KUGN-F, 97.9, 100 KW @ 785, COUNTRY (TM) MBS, $19.50 (Torbet)
KZEL-F, 96.1, 100 KW @ 872, AOR , $18.50 (Buckley)

KRKT - See Albany Condensed Report

TV STATIONS

KEZI Eugene IND, Teleprompter
KVAL Eugene ABC

NEWSPAPER

Eugene Register-Guard E 65,537

EVANSVILLE

Market # 130
Revenue Rank # 89
Income Rank # 79
APR 14.5
SMSA Pop: 302,500
CSI: 2.1 Bil (# 132)

Revenue : $5,264,377
Income : $ 525,656
% Rev Gain: +6.0
Stations: 16/14
Diaries: 701/432:1
CSI HH: 19.5 M (# 237)

National Rev: $467,363
Nat Rev per Cap: $1.55
Tot Rev per Cap: $17.40
Tot Inc per Cap: $1.74
Profit Margin: 10.0%
Retail $: 1.3 Bil (# 130)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WIKY-F	74/20.1	26.3	19.9
2. WGBF	65/17.6	21.3	22.8
3. WKDQ-F	64/17.3	7.7	15.3
4. WROZ	35/ 9.5	9.6	10.4
5. WHKC-F	21/ 5.7	3.5	.6
6. WKKR	20/ 5.4	3.7	2.0
7. WBKR-F	19/ 5.1	3.2	4.0
8. WRAY-F+	15/ 4.0	5.6	2.6
9. WSON	12/ 3.3	1.9	5.8
10. WIKY	7/ 1.9	5.1	4.3

12+ TSA 1/4	
1. WKDQ-F	124
2. WIKY-F	96
3. WGBF	79
4. WBKR-F	69
5. WROZ	35
6. WSTO-F	30
7. WKKR	27
8. WHKC-F	26
9. WRAY-F+	17
10. WSON	15

12+ TSA CUME/MSA CUME RAT	
1. WKDQ-F	1527/33.0
2. WGBF	1372/42.3
3. WIKY-F	995/27.0
4. WBKR-F	771/10.5
5. WROZ	503/18.9
6. WKKR	473/16.1
7. WSTO-F	401/ 4.2
8. WRAY-F+	319/ 8.8
9. WHKC-F	311/10.7
10. WSON	257/ 7.6

12+ FM SHARE (METRO): 57.51% (199 of 346) (A/M 80: 52.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKDQ-F	1. WKDQ-F	1. WKDQ-F	1. WGBF	1. WIKY-F	1. WIKY-F+
2. WGBF	2. WGBF	2. WGBF	2. WIKY-F	2. WROZ	2. WKDQ-F
3. WHKC-F	3. WHKC-F	3. WIKY-F	3. WKDQ-F	3. WGBF	3. WGBF

OTHER RATED STATIONS/METRO SHARE

WBNL-F+	107.1	Boonville	.8
WVHI-F	105.3		.5
WRUL-F	97.3	Carmi, IL	1.1
WSTO-F	96.1	Owensboro	1.4

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	65 (1)	85 (2)	149 (3)	43.1
COUNTRY	67 (3)	23 (2)	90 (5)	26.0
BTFL MUSIC		79 (2)	79 (2)	22.8
UNKNOWN	6 (1)	9 (1)	15 (2)	4.3
MOR/AC	9 (2)	1 (1)	10 (3)	2.9
RELIGION		2 (1)	2 (1)	0.6
			346 (16)	

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N), CONTEMP , $41.50 (Mc-Guild)
WIKY, 820, 250 W (DAYS) , BTFL MUS , $12.00 (Selcom) South Central
WKKR, 1330, 5 KW/1 KW (DA-N), COUNTRY (Musicworks) CBS, $28.50 (Savalli)
WROZ, 1400, 1 KW/250 W , COUNTRY ABC-I, $18.00 (HR/Stone) Fuqua
WSON, 860, 500 W (DAYS) , COUNTRY (Drake-Chen) , $ 9.00 (Regional)

WHKC-F, 103.1, 3 KW @ 300, AOR Source, $19.25 (Mc-Guild)
WIKY-F, 104.1, 50 KW @ 480, BTFL MUS (Bonne) , $42.88 (Selcom) South Central
WKDQ-F, 99.5, 50 KW @ 906, ROCK (Drake-Chen) RKO, $21.00 (Regional) Lackey
WRAY-F+, 98.1, 50 KW @ 425, ? ? ? , $10.00 (Devney) (PRINCETON)

WBKR, WSTO - See Owensboro Condensed Report

TV STATIONS

WEHT	Evansville	25	CBS, Gilmore
WFIE	Evansville	14	NBC, Orion
WTVW	Evansville	7	ABC, Woods

NEWSPAPERS

Evansville Courier	M	62,861, Scripps-Howard
Evansville Press	E	43,801, Scripps-Howard

FARGO

Market # 224	Revenue : $4,263,195	National Rev: $726,751
Revenue Rank # 110	Income : $ 7,063	Nat Rev per Cap: $5.29
Income Rank # 185	% Rev Gain:+15.4	Tot Rev per Cap: $31.02
APR 16.0	Stations: 8/7	Tot Inc per Cap: $ .05
SMSA Pop: 137,400	Diaries: 528/260:1	Profit Margin: .2%
CSI: 1.0 Bil (# 219)	CSI HH: 21.1 M (# 167)	Retail $: .8 Bil (# 191)

12+ METRO	1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KFGO	39/21.1	22.8	22.4	1. KFGO	121	1. KFGO	1297/36.2
2. KQWB	32/17.3	16.8	15.3	2. WDAY	53	2. WDAY	840/28.6
3. KQWB-F	28/15.1	15.2	11.7	3. KFYR	44	3. KQWB	640/37.4
4. KVOX-F	20/10.8	7.6	3.1	4. KQWB-F	42	4. KFYR	604/ 4.6
5. WDAY	21/11.4	10.3	15.8	5. KQWB	41	5. KQWB-F	527/29.9
6. WDAY-F	16/ 8.6	13.6	10.2	6. WDAY-F	25	6. WDAY-F	426/18.6
7. KVOX	14/ 7.6	6.5	10.2	7. KVOX-F	21	7. KVOX	340/24.7
8. KFYR	1/ .5	---	----	8. KVOX	16	8. KVOX-F	229/15.9

12+ FM SHARE (METRO): 37.43% (64 of 171) (A/M 80: 39.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQWB-F	1. KQWB	1. KQWB	1. KFGO	1. KFGO	1. KFGO
2. KQWB	2. KQWB-F	2. KQWB-F	2. KQWB	2. KVOX-F	2. WDAY
	3. KVOX	3. KFGO	3. KVOX-F	3. WDAY	3. KQWB

FORMATS

	AM	FM	TOTAL	%
COUNTRY	60 (2)	20 (1)	80 (3)	46.7
ROCK/AOR/CONTEMP	47 (3)	28 (1)	75 (4)	43.9
BTFL MUSIC		16 (1)	16 (1)	9.4
			171 (8)	

RADIO STATIONS

KFGO, 790, 5 KW (DA-N) , COUNTRY	CBS, $42.88	(Katz) Communi Prop
KQWB, 1550, 5 KW (DA-N) , CONTEMP	RKO, $19.50	(Torbet) Midwest
KVOX, 1280, 1 KW/500 W (DA-N), CONTEMP	ABC-C, $15.00	(Howard)
WDAY, 970, 5 KW (DA-N) , COUNTRY (Burk-Abr)	NBC, $38.50	(Mc-Guild)
KQWB-F, 98.7, 100 KW @ 465, ROCK/AOR	RKO, $19.50	(Torbet) Midwest
KVOX-F, 99.9, 27 KW @ 170, COUNTRY	ABC-F, $ 7.50	(Howard)
WDAY-F, 93.7, 100 KW @ 1050, BTFL MUS (Bonne)	MBS, $18.00	(Mc-Guild)

KFYR - See Bismarck Condensed Report

TV STATIONS

KTHI	Fargo	11	ABC, Morgan Murphy
KXJB	Valley City	4	CBS, Central Minnesota TV
WDAY	Fargo	6	NBC

NEWSPAPERS

Fargo Forum	AD	58,048

FAYETTEVILLE, NC

Market # 154
Revenue Rank # 162
Income Rank # 98
APR 14.5
SMSA Pop: 245,400
CSI: 1.6 Bil (# 165)

Revenue : $2,596,823
Income: $ 310,361
% Rev Gain: 4.9%
Stations: 11/6
Diaries: 498/493:1
CSI HH: 20.6 M (# 188)

National Rev: $632,442
Nat Rev per Cap: $2.58
Tot Rev per Cap: $10.58
Tot Inc per Cap: $1.26
Profit Margin: 12.0%
Retail $: .9 Bil (# 172)

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WQSM-F	71/25.8	23.2	20.3
2. WQDR-F	36/13.1	9.0	16.1
3. WFNC	29/10.5	10.1	8.4
4. WRAL-F	26/ 9.5	7.9	4.2
5, WFBS	23/ 8.4	.7	1.5
WFAI	23/ 8.4	10.1	8.8
7. WFLB	22/ 8.0	10.1	12.3
8. WIDU	15/ 5.5	14.6	13.4
9. WYYD-F	9/ 3.3	4.1	3.4
10. WSTS-F	7/ 2.5	2.6	2.3

12+ TSA	1/4
1. WQSM-F	137
2. WRAL-F	92
3. WQDR-F	61
4. WFNC	36
5. WSTS-F	28
6. WFBS	24
7. WFLB	23
WFAI	23
9. WYYD-F	19
10. WIDU	15

12+ TSA CUME/MSA CUME RAT	
1. WQSM-F	1942/45.8
2. WRAL-F	1244/21.5
3. WQDR-F	752/22.3
4. WFNC	617/20.6
5. WSTS-F	486/ 6.8
6. WFLB	436/21.4
7. WFAI	364/19.2
8. WFBS	292/13.4
9. WYYD-F	282/ 7.9
10. WIDU	237/12.5

12+ FM SHARE (METRO): 57.41% (151 of 263) (A/M 80: 51.76%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQSM-F	1. WQSM-F	1. WQSM-F	1. WQSM-F	1. WFNC	1. WQSM-F
2. WFLB	2. WQDR-F	2. WQDR-F	2. WFNC	2. WFAI	2. WRAL-F
	3. WFBS	3. WRAL-F	3. WFAI		3. WQDR-F

OTHER RATED STATIONS/METRO SHARE

WQTI-F	103.1	Dunn	.7

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	45 (2)	133 (3)	178 (5)	67.8
COUNTRY	52 (2)		52 (2)	19.8
BLACK	15 (1)		15 (1)	5.7
BTFL MUSIC		11 (2)	11 (2)	4.2
RELIGION		7 (1)	7 (1)	2.7
			263 (11)	

RADIO STATIONS

WFAI, 1230, 1 KW/250 W , COUNTRY , $12.00 (Howard) Beasley
WFBS, 1450, 1 KW/250 W , CONTEMP , $? ? (Southern) (SPRING LAKE)
WFLB, 1490, 1 KW/250 W , ROCK ABC-C, $13.75 (Masla) (Masla)
WFNC, 940, 50 KW/1 KW (DA-N), COUNTRY (TM) CBS, $18.49 (Eastman) Cape Fese
WIDU, 1600, 1 KW (DAYS) , BLACK SBN, $ 9.00 (----)

WQSM-F, 98.1, 100 KW @ 500, ROCK (TM) , $28.81 (Eastman) Cape Fear
WSTS-F, 96.5, 100 KW @ 650, GOSPEL/BLACK , $10.05 (Savalli) (LAURINBERG)

Other Stations - See Raleigh TV and NEWSPAPERS - See Raleigh

FLINT

Market # 81
Revenue Rank # 74
Income Rank # 39
APR 16.9
SMSA Pop: 526,600
CSI: 4.6 Bil (# 70)

Revenue : $6,401,379
Income : $1,124,783
% Rev Gain: +2.3
Stations: 23/10
Diaries: 758/695:1
CSI HH: 25.4 M (# 24)

National Rev: $1,371,232
Nat Rev per Cap: $2.61
Tot Rev per Cap: $12.19
Tot Inc per Cap: $2.14
Profit Margin: 17.6%
Retail $: 2.6 Bil (# 69)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79
1. WGMZ-F	75/11.1	12.4	6.9	9.0
2. WWCK-F	71/10.5	13.8	10.3	10.5
3. WDZZ-F	70/10.3	12.9	11.5	----
4. WJR	54/ 8.0	6.3	8.5	8.3
5. WTRX	53/ 7.8	6.6	6.9	6.2
6. WFMK-F	51/ 7.5	4.5	7.1	4.5
7. WKMF	46/ 6.8	5.9	5.8	8.3
8. WFDF	44/ 6.5	5.2	8.0	8.2
9. WKCQ-F	23/ 3.4	2.8	2.2	1.5
WTAC	23/ 3.4	3.1	4.4	7.2

12+ TSA 1/4	
1. WHNN-F	103
WGER-F	103
3. WJR	86
4. WKCQ-F	85
5. WGMZ-F	79
6. WWCK-F	77
7. WDZZ-F	70
8. WIOG-F	64
9. WTRX	55
10. WFMK-F	54

12+ TSA CUME/MSA CUME RAT	
1. WHNN-F	1475/ 7.4
2. WKCQ-F	1317/ 7.9
3. WGER-F	1249/ 9.7
4. WWCK-F	1231/23.8
5. WJR	1227/18.0
6. WIOG-F	1089/ 2.8
7. WTAC	1023/15.6
8. WFDF	982/19.1
9. WGMZ-F	919/18.5
10. WTRX	909/19.4

12+ FM SHARE (METRO): 57.82% (355 of 614) (A/M 80: 56.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WGMZ-F	1. WGMZ-F	1. WJR
2. WDZZ-F	2. WTRX	2. WGMZ-F	2. WDZZ-F	2. WKMF	2. WGMZ-F
3. WFMK-F	3. WFMK-F	3. WTRX	3. WTRX	3. WJR	3. WHNN-F
4. WTAC	4. WDZZ-F	4. WDZZ-F	4. WKMF	4. WFDF	4. WGER-F

OTHER RATED STATIONS/METRO SHARE

WFLT	1420		1.9
WLQB	1570		.7
WOAP	1080	Owosso	1.2
WCXI	1130	Detroit	1.0
WGER-F	102.5	Bay City	2.9
WHNN-F	96.1	Bay City	1.9
WIOG-F	106.3	Saginaw	.6
WITL-F	100.7	Lansing	1.6
WLLZ-F	98.7	Detroit	.9
WNIC-F	100.3	Detroit	.7
WRIF-F	101.1	Detroit	.4
WWJ	950	Detroit	.9
WWWS-F	107.1	Saginaw	.4

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	23 (1)	153 (7)	176 (8)	28.7
MOR/AC	159 (4)		159 (4)	25.9
BTFL MUSIC		95 (2)	95 (2)	15.5
COUNTRY	53 (2)	34 (2)	87 (4)	14.2
BLACK/URBAN		73 (2)	73 (2)	11.9
BIG BAND	13 (1)		13 (1)	2.1
NEWS/TALK	6 (1)		6 (1)	1.0
RELIGION	5 (1)		5 (1)	0.8
			614 (23)	

RADIO STATIONS

WFDF, 910, 5 KW/1 KW (DA-1) , MOR CBS, $36.25 (Blair)
WKMF, 1470, 5 KW/1 KW (DA-1) , COUNTRY ABC-E, $33.55 (Katz) Beck-Ross
WTAC, 600, 1 KW/500 W (DA-1), CONTEMP ABC-C, $27.50 (HR/Stone)
WTRX, 1330, 5 KW/1 KW (DA-2) , AC/CONTEMP ABC-I, $24.50 (Christal) Mid America

WDZZ-F, 92.7, 3 KW @ 260, BLACK SBN, $31.00 (Masla)
WGMZ-F, 107.9, 50 KW @ 370, BTFL MUS (Bonne) , $33.55 (Katz) Beck-Ross
WWCK-F, 105.5, 3 KW @ 364, AOR (Burk-Abr) ABC-F, $35.00 (Mc-Guild) Reams

WJR - See Detroit Other Stations - See Saginaw

TV STATIONS WEYI Saginaw 25 CBS, Ziff-Davis
WJRT Flint 12 ABC, Knight-Ridder WNEM Bay City 5 NBC, Meredith

NEWSPAPER Flint Journal E 106,777, Newhouse

FT. LAUDERDALE

Market # 40
Revenue Rank # 43
Income Rank # 223
APR 17.4
SMSA Pop: 910,000
CSI: 8.7 Bil (# 38)

Revenue : $10,870,276
Income : $ -218,557
% Rev Gain: +17.9
Stations: 27/11
Diaries: 935/1092:1
CSI HH: 20.6 M (# 181)

National Rev: $2,861,539
Nat Rev per Cap: $3.14
Tot Rev per Cap: $11.95
Tot Inc per Cap: $-.24
Profit Margin: ---
Retail $: 6.0 Bil (# 30)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WLYF-F	218/7.7	7.8	10.1	16.1	13.1
2. WHYI-F	121/7.3	6.2	7.7	7.6	10.2
3. WKQS-F	120/7.2	9.7	7.2	6.8	4.2
4. WNWS	97/5.8	6.5	7.0	3.2	4.6
WSHE-F	97/5.8	4.6	4.4	1.8	3.6
6. WRBD	94/5.7	4.0	5.7	3.0	4.0
7. WINZ	90/5.4	5.1	5.3	6.5	9.5
8. WFTL	87/5.2	2.7	3.1	4.5	4.5
9. WAXY-F	86/5.2	5.4	6.9	3.5	4.0
10. WIOD	81/4.9	4.7	4.3	5.0	4.9

12+ TSA 1/4	
1. WHYI-F	307
2. WNWS	279
3. WLYF-F	225
4. WINZ-F	217
5. WINZ	195
6. WSHE-F	189
7. WKQS-F	174
8. WIOD	166
9. WAXY-F	162
10. WQAM	142

12+ TSA CUME/MSA CUME RAT	
1. WHYI-F	4682/19.6
2. WINZ-F	3705/11.2
3. WINZ	3249/16.7
4. WLYF-F	2941/16.6
5. WNWS	2621/13.3
6. WIOD	2484/12.8
7. WAXY-F	2338/12.1
8. WQAM	2250/ 9.3
9. WSHE-F	2185/10.7
10. WKQS-F	2167/15.5

12+ FM SHARE (METRO): 57.62% (904 of 1569) (A/M 80: 60.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WSHE-F	1. WSHE-F	1. WHYI-F	1. WKQS-F	1. WNWS
WCKO	2. WHYI-F	2. WHYI-F	2. WAIA-F	2. WLQY	2. WHYI-F
3. WRBD	3. WAXY-F	3. WAXY-F	3. WAXY-F	3. WLYF-F	3. WINZ
4. WINZ-F	4. WRBD	4. WRBD	4. WQAM	4. WFTL	4. WAXY-F
	5. WWWL-F	5. WAIA-F	5. WLYF-F	5. WIOD	5. WIOD

OTHER RATED STATIONS/METRO SHARE

WCKO-F	102.7	Pompano Beach	3.1
WEXY	1520	Oakland Park	.6
WLQY	1320	Hollywood	4.5
WPIP	980	Pompano Beach	.6
WSRF	1580		.5
WWJF-F	106.7		1.9
WAIA-F	97.3	Miami	4.4
WEAT-F	104.5	West Palm Beach	.3
WGBS	710	Miami	1.3
WINZ-F	94.9	Miami	2.9
WIRK-F	107.9	West Palm Beach	.6
WKAT	1360	Miami	.5
WQAM	560	Miami	3.7
WTMI-F	93.1	Miami	2.0
WVCG	1080	Miami	1.3
WWWL-F	93.9	Miami	3.6
WYOR-F	105.1	Miami	2.3

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		451 (6)	451 (6)	28.7
BTFL MUSIC	31 (2)	323 (5)	354 (7)	22.6
MOR/AC	189 (3)	86 (1)	275 (4)	17.5
NEWS/TALK	187 (2)		187 (2)	11.9
BLACK/URBAN	94 (1)		94 (1)	6.0
BIG BAND	84 (2)		84 (2)	5.4
COUNTRY	70 (2)	10 (1)	80 (3)	5.1
CLASSICAL		34 (1)	34 (1)	2.2
RELIGION	10 (1)		10 (1)	0.6
			1569 (27)	

RADIO STATIONS

WFTL, 1400, 1 KW/250 W , MOR ABC-I, $31.25 (Buckley) Amaturo
WLQY, 1320, 5 KW (DA-2), BIG BAND/NOST (Al Ham) , $35.00 (HR/Stone) Sunshine Wireless
WRBD, 1470, 5 KW/2.5 KW (DA-1), BLACK NBN, $39.25 (Lazar)

ALL OTHER STATIONS - SEE MIAMI TV AND NEWSPAPERS - SEE MIAMI

FORT WAYNE

Market # 103	Revenue : $6,415,878	National Rev: $1,142,891
Revenue Rank # 73	Income : $ 613,589	Nat Rev per Cap: $3.01
Income Rank # 66	% Rev Gain: +1.5	Tot Rev per Cap: $16.88
APR 16.2	Stations: 15/13	Tot Inc per Cap: $1.61
SMSA Pop: 385,700	Diaries: 668/577:1	Profit Margin: 9.6%
CSI: 3.0 Bil (# 100)	CSI HH: 22.4 M (# 100)	Retail $: 1.6 Bil (# 109)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WOWO	109/21.9	17.8	26.0	26.7	24.5	1. WOWO	292	1. WOWO	4530/54.7
2. WQHK	70/14.1	11.3	7.9	7.1	12.4	2. WQHK	102	2. WMEE-F	1682/34.2
3. WMEE-F	62/12.5	14.3	14.7	13.9	17.1	3. WMEE-F	98	3. WPTH-F	1583/26.3
4. WEZV-F	55/11.1	12.0	16.9	17.1	.4	4. WPTH-F	79	4. WQHK	1289/26.4
5. WXKE-F	47/ 9.5	11.3	9.3	6.4	9.7	5. WEZV-F	66	5. WEZV-F	803/21.1
6. WPTH-F	45/ 9.1	9.6	9.7	8.0	12.7	6. WXKE-F	52	6. WXKE-F	588/16.6
7. WKSY-F	19/ 3.8	1.5	---	---	---	7. WKSY-F	41	7. CKLW	502/ 1.7
8. WLYV	11/ 2.2	4.6	3.3	2.1	4.4	8. CKLW	26	8. WJR	454/ 2.8
WIFF	11/ 2.2	1.5	.6	1.6	1.3	9. WJR	17	9. WKSY-F	422/ 7.7
10. WGL	8/ 1.6	1.3	2.5	3.6	3.2	10. WIFF	14	10. WGL	295/ 9.2

12+ FM SHARE (METRO): 50.78% (228 of 449) (A/M 80: 55.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMEE-F	1. WXKE-F	1. WOWO	1. WOWO	1. WOWO	1. WOWO
2. WPTH-F	2. WMEE-F	2. WQHK	2. WQHK	2. WQHK	2. WQHK
3. WOWO	3. WOWO	3. WMEE-F	3. WEZV-F	3. WEZV-F	3. WMEE-F
WXKE-F	4. WPTH-F	4. WXKE-F	4. WMEE-F		4. WPTH-F

OTHER RATED STATIONS/METRO SHARE

WADM	1540	Decatur	.4	CKLW	800	Detroit	.6
WFCV	1090		.8	WJR	760	Detroit	.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	154 (3)	157 (4)	35.0
MOR/AC	133 (5)		133 (5)	29.6
COUNTRY	81 (2)		81 (2)	18.0
BTFL MUSIC		74 (2)	74 (2)	16.5
RELIGION	4 (1)		4 (1)	0.9
			449 (14)	

RADIO STATIONS

WGL , 1250, 1 KW (DA-2), MOR	CBS, $ 7.00	(Savalli)	
WIFF, 1570, 500 W (DAYS), COUNTRY	MBS, $ 6.45	(Walton)	(AUBURN)
WLYV, 1450, 1 KW/250 W , OLDIES	ABC-C, $23.00	(Regional)	Jack Nicklaus
WOWO, 1190, 50 KW (DA-N), MOR/AC	, $70.63	(RAR)	Westinghouse
WQHK, 1380, 5 KW (DA-2), COUNTRY (Burk-Abr)	ABC-E, $38.00	(Eastman)	Federated
WEZV-F, 101.7, 3 KW @ 300, BTFL MUS (KalaMusic)	, $38.50	(Christal)	Fairfield
WMEE-F, 97.3, 48 KW @ 480, ROCK	, $36.00	(Eastman)	Federated
WPTH-F, 95.1, 44 KW @ 680, ROCK	ABC-I, $32.00	(Torbet)	Sarkes-Tarzian
WXKE-F, 103.9, 3 KW @ 250, AOR	Source, $22.00	(Selcom)	
WKSY-F, 106.3, 3 KW @ 300, BTFL MUS (Bonne)	, $10.00	(Regional)	(COLUMBIA CITY)

TV STATIONS

WANE	Ft. Wayne	15	CBS, Corinthian	WFFT	Ft. Wayne	55	IND
WKJG	Ft. Wayne	33	NBC, Tony Hulman Family	WPTA	Ft. Wayne	21	ABC, Comb/ Gannett

NEWSPAPERS

Fort Wayne Jour Gazette	M	60,093
Fort Wayne News-Sentinel	E	71,705

FRESNO

Market # 82
Revenue Rank # 66
Income Rank # 136
APR 17.9
SMSA Pop: 515,700
CSI: 3.6 Bil (# 88)

Revenue : $7,070,101
Income : $ 153,015
% Rev Gain: -14.3
Stations: 28/17
Diaries: 779/662:1
CSI HH: 20.0 M (# 213)

National Rev: $2,515,838
Nat Rev per Cap: $5.15
Tot Rev per Cap: $14.47
Tot Inc per Cap: $ .31
Profit Margin: 2.2%
Retail $: 2.4 Bil (# 74)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KKNU-F	85/11.4	9.6	9.5	10.6	11.7
2. KYNO-F	82/11.0	7.0	9.0	9.4	3.6
3. KMJ	66/ 8.8	8.6	8.5	8.4	9.0
4. KFYE-F	55/ 7.4	9.3	7.4	7.5	7.3
5. KFIG-F	41/ 5.5	7.7	3.9	2.9	7.5
6. KMAK	38/ 5.1	5.8	6.9	8.1	7.8
7. KGST	36/ 4.8	3.3	3.9	4.0	3.9
8. KXEX	35/ 4.7	8.0	3.6	4.8	2.8
9. KKDJ-F	34/ 4.6	3.8	6.1	---	---
10. KBOS-F	32/ 4.3	2.6	3.1	4.4	5.9

12+ TSA 1/4	
1. KFYE-F	195
2. KMJ	131
3. KKNU-F	100
4. KYNO-F	86
5. KFRE	63
6. KKDJ-F	62
7. KBOS-F	60
8. KXEX	56
9. KGST	43
10. KFIG-F	42

12+ TSA CUME/MSA CUME RAT	
1. KFYE-F	2294/19.2
2. KMJ	1744/22.1
3. KFRE	1115/ 8.9
4. KYNO-F	1044/20.9
5. KKNU-F	1000/17.7
6. KKDJ-F	843/11.9
7. KBOS-F	783/ 8.5
8. KYNO	692/13.6
9. KFIG-F	681/13.7
10. KIOY-F	662/ 9.6

12+ FM SHARE (METRO): 57.58% (399 of 693) (A/M 80: 53.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYNO-F	1. KYNO-F	1. KYNO-F	1. KKNU-F	1. KKNU-F	1. KMJ
2. KFYE-F	2. KFYE-F	2. KFYE-F	2. KMAK	2. KMJ	2. KFYE-F
KBOS-F	3. KKDJ-F	3. KFIG-F	3. KFYE-F	3. KMAK	3. KFRE-F
4. KKDJ-F	4. KFIG-F	4. KMAK	4. KYNO-F,KMJ	4. KXEX	4. KKNU-F

OTHER RATED STATIONS/METRO SHARE

KARM	1430		3.6	KYNO	1300		2.8
KBIF	900		.8	KCBS	740	San Francisco	.5
KFRE	940		1.2	KGO	810	San Francisco	.4
KFRY-F	101.9		2.9	KIOY-F	103.7	Hanford	3.1
KIRV	1510		1.2	KJUG-F	106.7	Tulare	.4
KLIP	1220	Fowler	2.3	KLTA-F	98.9	Dinuba	.7
KNAX-F	97.9		1.5	KNBR	680	San Francisco	.5
KTED-F	96.7	Fowler	.8	KNGS	620	Hanford	.5
KXQR	790	Clovis	1.6	KRDU	1130	Dinuba	.4

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (1)	267 (6)	288 (7)	41.6
BTFL MUSIC	21 (2)	90 (2)	111 (4)	16.0
NEWS/TALK	73 (3)		73 (3)	10.5
SPANISH	71 (2)		71 (2)	10.2
COUNTRY	42 (2)	25 (2)	67 (4)	9.7
UNKNOWN/OTHER	27 (1)	6 (1)	33 (2)	4.8
MOR/AC	13 (2)	11 (1)	24 (3)	3.5
BLACK	17 (1)		17 (1)	2.5
RELIGION	9 (2)		9 (2)	1.3
			693 (28)	

RADIO STATIONS

KFRE,	940,	50 KW (DA-2)	, AC	ABC-I,	$30.50	(Mc-Guild)	
KGST,	1600,	5 KW (DA-N)	, SPANISH	,	$13.00	(Lotus)	
KMAK,	1340,	1 KW/250 W	, COUNTRY	ABC-E,	$20.38	(Christal)	
KMJ ,	580,	5 KW	, NEWS/TALK	CBS,NBC,	$42.50	(Katz)	McClatchy
KXEX,	1550,	500 W (DAYS)	, SPANISH	,	$14.00	(Caballero)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, ROCK	,	$30.00	(Eastman)	
KFIG-F,	101.1,	50 KW @ 352	, CONTEMP	,	$25.00	(Buckley)	Davis/Weaver
KFYE-F,	93.7,	68 KW @ 1950	, ROCK	RKO,	$50.00	(Selcom)	Sunbelt
KKDJ-F,	105.9,	2.4 KW @ 1960	, AOR	,	$24.50	(HR/Stone)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

GRAND RAPIDS

Market # 68; ADI # 38
Revenue Rank # 48
Income Rank # 50
APR 17.4
SMSA Pop: 596,200
CSI: 4.3 Bil (# 72)

Revenue : $9,538,960
Income : $ 811,184
% Rev Gain: +9.9
Stations: 28/21
Diaries: 835/714:1
CSI HH: 21.5 M (# 141)

National Rev: $1,505,500
Nat Rev per Cap: $2.55
Tot Rev per Cap: $16.13
Tot Inc per Cap: $1.37
Profit Margin: 8.5%
Retail $: 2.7 Bil (# 67)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WLAV-F	120/14.1	13.3	9.1	9.1	9.1
2. WOOD-F	109/12.8	12.9	15.1	14.9	13.2
3. WOOD	71/ 8.3	12.2	14.0	11.4	12.0
4. WGRD-F	70/ 8.2	7.2	7.7	5.2	9.5
5. WCUZ-F	65/ 7.6	5.0	4.5	3.4	4.6
6. WJFM-F	54/ 6.3	6.4	5.8	6.1	4.2
7. WCUZ	45/ 5.3	3.7	5.9	7.3	6.0
8. WFUR-F	38/ 4.5	3.7	2.9	4.3	5.6
9. WZZR-F	37/ 4.3	8.3	6.0	4.7	5.4
10. WTWN	26/ 3.1	2.7	1.8	1.8	2.0

12+ TSA 1/4	
1. WLAV-F	211
2. WOOD-F	210
3. WGRD-F	157
4. WJFM-F	111
5. WCUZ-F	93
6. WOOD	83
7. WQLR-F	62
8. WKZO	56
9. WMUS-F	54
10. WQWQ-F	52

12+ TSA CUME/MSA CUME RAT	
1. WGRD-F	2884/26.8
2. WOOD-F	2652/26.1
3. WLAV-F	2388/23.6
4. WJFM-F	1676/16.8
5. WOOD	1372/23.3
6. WCUZ-F	1216/15.9
7. WKZO	1028/ 2.0
8. WZZR-F	1006/14.5
9. WQLR-F	893/ 2.3
10. WQWQ-F	744/ 5.6

12+ FM SHARE (METRO): 68.94% (546 of 792) (A/M 80: 66.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WLAV-F	1. WLAV-F	1. WOOD-F	1. WOOD-F	1. WOOD-F
2. WLAV-F	2. WJFM-F	2. WCUZ-F	2. WCUZ-F	2. WOOD	2. WLAV-F
	3. WCUZ-F	3. WJFM-F	3. WJFM-F	3. WCUZ-F	3. WGRD-F+
	4. WZZR-F	4. WGRD-F	4. WOOD	4. WCUZ	4. WCUZ-F+

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (2)	227 (3)	251 (5)	31.7
MOR/AC	118 (5)	54 (1)	172 (6)	21.7
BTFL MUSIC		169 (6)	169 (6)	21.3
COUNTRY	50 (2)	88 (4)	138 (6)	17.4
NEWS/TALK	41 (3)		41 (3)	5.2
RELIGION	13 (2)	8 (1)	21 (3)	2.7
			792 (28)	

GRAND RAPIDS-KALAMAZOO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WOOD-F	1. WGRD-F	1. WOOD
2. WLAV-F	2. WOOD-F	2. WLAV-F
3. WGRD-F	3. WLAV-F	3. WOOD-F
4. WJFM-F	4. WJFM-F	4. WGRD-F
5. WCUZ-F	5. WOOD	5. WCUZ-F
6. WOOD	6. WCUZ-F	6. WJFM-F
7. WKFR-F	7. WKZO	7. WCUZ
8. WQLR-F	8. WKFR-F	8. WZZR-F
9. WNWN-F	9. WZZR-F	
WKZO	10. WQLR-F	
11. WMUS-F	11. WQWQ-F	
12. WQWQ-F	12. WCUZ	
13. WBCK	13. WNWN-F	
14. WZZR-F	14. WKMI	
15. WCUZ	15. WMUS-F	

OTHER RATED STATIONS/METRO SHARE			
WFUR	1570		.8
WGHN	1370	Grand Haven	2.5
WGRD	1410		2.5
WHTC	1450	Holland	1.8
WHTC-F	96.1	Holland	.5
WJBL-F	94.5	Holland	.9
WJPW	810	Rockford	.8
WMAX	1480		1.1
WYGR	1530		.7
WZND-F	99.3	Zeeland	1.3
WKZO	590	Kalamazoo	.5
WMUS-F	106.9	Muskegon	.7
WPLB-F	107.3	Greenville	.7
WQLR-F	106.5	Kalamazoo	.5
WQWQ-F	104.5	Muskegon	1.6
WBBM	780	Chicago	.7
WLS	890	Chicago	.4
WMAQ	670	Chicago	.6

ADI FM SHARE: 69.38% (1319 of 1901) (A/M 80: 62.94%)

AM STATIONS

WCUZ, 1230, 1 KW/250 W , COUNTRY (Burk-Abr)	CBS, $31.73	(Eastman)	Federated
WOOD, 1300, 5 KW (DA-N), MOR	NBC, $49.75	(Katz)	WOOD Inc
WTWN, 1340, 1 KW/250 W , TALK	ABC-C, $18.00	(Mc-Guild)	

FM STATIONS

WCUZ-F, 101.3, 50 KW @ 420, COUNTRY (Burk-Abr)	, $31.73	(Eastman)	Federated
WFUR-F, 102.9, 40 KW @ 257, BTFL MUS	, $12.00	(Mich Spot)	Kuiper
WGRD-F, 97.9, 13 KW @ 590, ROCK	, $54.50	(Torbet)	Regional
WJFM-F, 93.7, 320 KW @ 850, SOFT ROCK (TM)	, $24.25	(Buckley)	Fetzer
WLAV-F, 96.9, 50 KW @ 500, AOR (Burk-Abr)	ABC-F, $55.00	(Mc-Guild)	
WOOD-F, 105.7, 265 KW @ 811, BTFL MUS (Schulke)	, $88.00	(Katz)	WOOD Inc
WZZR-F, 95.7, 50 KW @ 175, AC/CONTEMP	, $31.50	(Selcom)	Liggett
WMUS-F, 106.9, 50 KW @ 285, COUNTRY	, $13.50	(Masla)	(MUSKEGON)
WQWQ-F, 105.5, 50 KW @ 375, BTFL MUS (TM)	, $15.00	(HR/Stone)	(MUSKEGON)

Other Stations - See Kalamazoo

TV STATIONS

WKZO	Kalamazoo	3	CBS, Fetzer
WOTV	Grand Rapids	8	NBC, Time-Life
WUHQ	Battle Creek	41	ABC
WZZM	Grand Rapids	13	ABC, Wometco

NEWSPAPERS

Grand Rapids Press	E	125,222, Newhouse
Kalamazoo Gazette	E	59,559, Newhouse
Muskegon Chronicle	E	44,198, Newhouse
Battle Creek Enquirer	E	33,366, Gannett

GREEN BAY

Market # 185	Revenue : $2,974,415	National Rev: $488,491
Revenue Rank # 144	Income : $ 106,278	Nat Rev per Cap: $2.68
Income Rank # 146	% Rev Gain: +7.0	Tot Rev per Cap: $16.31
APR 15.5	Stations: 12/6	Tot Inc per Cap: $ .58
SMSA Pop: 182,400	Diaries: 501/364:1	Profit Margin: 3.6%
CSI: 1.3 Bil (# 182)	Retail $: 21.7 M (# 135)	Retail $: .8 Bil (# 180)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WIXX-F	45/20.4	21.3	18.6
2. WGEE	40/18.1	22.7	22.5
3. WNFL	29/13.1	12.0	10.0
WDUZ-F	29/13.1	13.8	18.2
5. WDUZ	23/10.4	14.7	13.9
6. WAPL-F	15/ 6.8	4.4	3.9
7. WKAU-F+	8/ 3.7	3.6	3.5
8. WAUN-F	7/ 3.2	4.4	3.9
9. WYNE	4/ 1.8	---	---
10. WNAM	1/ .5	1.8	1.7

12+ TSA 1/4	
1. WIXX-F	134
2. WGEE	72
3. WDUZ-F	63
4. WKAU-F+	60
5. WAPL-F	55
6. WNFL	45
7. WNAM	43
8. WAUN-F	31
9. WYNE	29
10. WDUZ	28

12+ TSA CUME/MSA CUME RAT	
1. WIXX-F	2046/45.6
2. WGEE	1133/38.7
3. WKAU-F+	1018/17.0
4. WNAM	1001/ 9.0
5. WDUZ-F	855/26.1
6. WAPL-F	769/15.4
7. WDUZ	742/39.8
8. WNFL	640/32.7
9. WYNE	446/ 3.9
10. WAUN-F	290/ 4.4

12+ FM SHARE (METRO): 50.00% (101 of 202) (A/M 80: 44.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WNFL	1. WGEE	1. WIXX-F
2. WAPL-F	2. WNFL	2. WNFL	2. WGEE	2. WDUZ-F	2. WGEE
	3. WGEE	3. WGEE	3. WIXX-F	3. WNFL	3. WNFL

OTHER RATED STATIONS/METRO SHARE

WGN	720	Chicago	.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	65 (3)	68 (4)	33.7
MOR/AC	54 (4)		54 (4)	26.7
COUNTRY	44 (2)		44 (2)	21.8
BTFL MUSIC		29 (1)	29 (1)	14.4
BIG BAND		7 (1)	7 (1)	3.5
			202 (12)	

RADIO STATIONS

WDUZ, 1400, 1 KW/250 W , MOR	ABC-C, $21.00	(Mc-Guild)	Laird
WGEE, 1360, 5 KW (DA-N) , COUNTRY	NBC, $31.00	(Blair)	
WNFL, 1440, 5 KW/500 W (DA-2),AC	CBS, $15.00	(Buckley)	Communi Prop
WDUZ-F, 98.5, 100 KW @ 1254, BTFL MUS (FM-100)	, $21.00	(Mc-Guild)	Laird
WIXX-F, 101.1, 100 KW @ 1828, ROCK (TM)	ABC-F, $36.00	(Blair)	
WAUN-F, 92.7, 3 KW @ 300, BIG BAND/POLKA	MBS, $ 6.00	(----)	(KEWAUNEE)

OTHER STATIONS SEE APPLETON-OSHKOSH

TV STATIONS

WBAY	Green Bay	2	CBS, Nationwide
WFRV	Green Bay	5	NBC, Orion
WLUK	Green Bay	11	ABC, Post Corp
WLRE	Green Bay	26	IND

NEWSPAPERS

Green Bay News-Chronicle	M	12,945
Green Bay Press-Gazette	E	58,142, Gannett
Appleton Post-Crescent	E	52,228
Oshkosh Northwestern	E	28,993

GREENSBORO/WINSTON-SALEM

Market # 49
Revenue Rank # 45
Income Rank # 57
APR 15.5
SMSA Pop: 824,300
CSI: 6.2 Bil (# 53)

Revenue : $9,870,241
Income : $ 700,309
% Rev Gain: +2.1
Stations: 35/27
Diaries: 1151/716:1
CSI HH: 20.6 M (# 180)

National Rev: $1,503,527
Nat Rev per Cap: $1.89
Tot Rev per Cap: $12.42
Tot Inc per Cap: $ .88
Profit Margin: 7.1%
Retail $: 3.5 Bil (# 49)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79
1. WTQR-F	178/16.6	11.2	12.6	11.6
2. WGLD-F	102/ 9.5	7.4	10.1	8.9
3. WSEZ-F	99/ 9.2	3.3	7.3	5.7
4. WSJS	80/ 7.4	8.0	8.0	8.8
WKZL-F	80/ 7.4	10.4	9.3	7.9
6. WQMG-F	71/ 6.6	5.7	5.7	4.6
7. WRQK-F	67/ 6.2	8.1	6.2	5.6
8. WBIG	34/ 3.2	3.6	3.7	3.1
9. WAAA	27/ 2.5	5.2	3.4	5.4
10. WAIR	26/ 2.4	2.3	2.7	2.9

12+ TSA 1/4	
1. WTQR-F	302
2. WSEZ-F	141
3. WGLD-F	138
4. WKZL-F	113
5. WQMG-F	110
6. WRQK-F	93
7. WSJS	90
8. WSOC-F	51
9. WRAL-F	41
10. WEZC-F	40

12+ TSA CUME/MSA CUME RAT	
1. WTQR-F	3509/28.0
2. WGLD-F	1729/17.4
3. WSEZ-F	1704/17.2
4. WRQK-F	1598/16.5
5. WKZL-F	1593/17.2
6. WSJS	1240/15.3
7. WQMG-F	1083/ 9.9
8. WBIG	713/ 9.5
9. WRAL-F	638/ 3.1
10. WSOC-F	633/ 3.0

12+ FM SHARE (METRO): 68.91% (696 of 1010) (A/M 80: 65.12%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSEZ-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F
2. WQMG-F	2. WKZL-F	2. WKZL-F	2. WGLD-F	2. WGLD-F	2. WSJS
WKZL-F	3. WQMG-F	3. WSEZ-F	3. WRQK-F	3. WSJS	3. WSEZ-F
4. WRQK-F	4. WSEZ-F	4. WRQK-F	4. WSEZ-F	4. WEZ-F	4. WGLD-F

OTHER RATED STATIONS/METRO SHARE

WBUY	1440	Lexington	1.2
WLXN-F	94.1	Lexington	.3
WCOG	1320		1.1
WCSE-F	92.3	Asheboro	.5
WEAL	1510		2.4
WEYE-F	98.3	Thomasville	.5
WGWR	1260	Asheboro	.5
WHPE-F	95.5		1.5
WKEW	1400		.4
WMFR	1230		2.2
WMFR-F	99.5		.6
WOKX	1590		.6

WTNC	790	Thomasville	1.4
WTOB	1380		1.0
WZOO	710	Asheboro	1.3
WEZC-F	104.7	Charlotte	.5
WPCM-F	101.1	Burlington	.8
WPTF	680	Raleigh	.4
WQDR-F	94.7	Raleigh	.5
WRAL-F	101.5	Raleigh	.8
WROQ-F	95.1	Charlotte	.6
WSLQ-F	99.1	Roanoke	.9
WSOC-F	103.7	Charlotte	.7
WWMO-F	102.1	Reidsville	1.1

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		276 (7)	276 (7)	27.3
COUNTRY	21 (2)	200 (4)	221 (6)	21.9
MOR/AC	190 (9)		190 (9)	18.8
BLACK	79 (3)	71 (1)	150 (4)	14.9
BTFL MUSIC		113 (3)	113 (3)	11.2
RELIGION	13 (1)	31 (3)	44 (4)	4.4
BIG BAND	11 (1)		11 (1)	1.1
UNKNOWN		5 (1)	5 (1)	0.5
			1010 (35)	

RADIO STATIONS

WAAA, 980, 1 KW (DAYS), BLACK	NBN, $21.00	(PRO)	
WAIR, 1340, 1 KW/250 W , BLACK	, $10.50	(Torbet)	
WBIG, 1470, 5 KW (DA-N), AC	CBS, $30.00	(Christal)	Jeff-Pilot
WSJS, 600, 5 KW (DA-2), MOR	NBC, $85.00	(Mc-Guild)	Summit

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

GREENVILLE-NEW BERN, NC

Market # 298 (Greenville only)
APR 13.7
SMSA Pop: 86,300 (Greenville only)
CSI: .5 Bil (# 319)

Stations: 22/ ?
Diaries: 738/NA
CSI HH: 17.4 M (# 306

FINANCIAL INFO NOT AVAILABLE

Retail $: .4 Bil (# 300)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WQDW-F	59/18.6	13.8	14.5
2. WITN-F	37/11.7	10.0	10.6
3. WAZZ-F	32/10.1	9.0	4.2
4. WNCT-F	28/ 8.8	5.2	7.8
5. WSFL-F	26/ 8.2	13.5	13.1
6. WKJA-F	13/ 4.1	---	---
7. WRAL-F	12/ 3.8	4.2	3.5
8. WRNS-F	11/ 3.5	8.7	6.4
WRQR-F	11/ 3.5	---	2.1
10. WFTC	9/ 2.8	6.2	2.8

12+ TSA 1/4	
1. WITN-F	102
2. WRAL-F	92
3. WQDW-F	79
4. WAZZ-F	61
5. WNCT-F	48
6. WSFL-F	36
7. WYYD-F	29
8. WOKN-F	20
9. WKTC-F	19
WBIC	19

12+ TSA CUME/MSA CUME RAT	
1. WITN-F	1389/22.7
2. WRAL-F	1369/13.5
3. WSFL-F	785/21.3
4. WQDW-F	741/21.2
5. WAZZ-F	646/15.8
6. WNCT-F	538/14.0
7. WKTC-F	412/ 4.9
8. WYYD-F	395/ 2.1
9. WOKN-F	316/ 3.9
10. WRQR-F	303/ 8.9

12+ FM SHARE (METRO): 85.61% (244 of 285) (A/M 80: 77.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WAZZ-F	1. WAZZ-F	1. WITN-F
2. WITN-F	2. WITN-F	2. WITN-F	2. WQDW-F	WNCT-F	2. WRAL-F
3. WSFL-F	3. WSFL-F	3. WAZZ-F	3. WNCT-F		3. WAZZ-F

OTHER RATED STATIONS/METRO SHARE

WBIC	1380		2.2	WOOW	1340		.9
WBZQ	1550		1.9	WKTC-F	104.3	Tarboro	1.6
WELS	1010	Kinston	2.2	WOKN-F	102.3	Goldsboro	.9
WGHB	1250	Farmville	.6	WRSV-F	92.1	Rocky Mount	.6
WITN	930		1.9	WXQR-F	105.5	Jacksonville	.9
WNCT	1070		.3	WYYD-F	96.1	Raleigh	.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	91 (5)	94 (6)	33.0
COUNTRY	10 (3)	59 (4)	69 (7)	24.2
BLACK		64 (3)	64 (3)	22.5
BTFL MUSIC		30 (2)	30 (2)	10.5
MOR/AC	15 (2)		15 (2)	5.3
RELIGION	13 (2)		13 (2)	4.6
			285 (22)	

RADIO STATIONS

WFTC, 960, 5 KW/1 KW (DA-N), AC ABC-E, $ 5.50 (T-N)
WBIC, 1380, 5 KW (DAYS) , RELIGION RKO, $ 5.00 (Savalli)

WAZZ-F, 101.9, 100 KW @ 580, COUNTRY (TM) NBC, $18.00 (Southern)
WITN-F, 93.3, 100 KW @ 1900, ROCK (TM) ABC-F, $34.25 (Katz)
WKJA-F, 92.1, 3 KW @ ? ? , AOR (?) , $? ? (----) (BELHAVEN)
WNCT-F, 107.7, 100 KW @ 550, BTFL MUS (FM-100) CBS, $27.50 (Katz) Park
WQDW-F, 97.7, 3 KW @ 228, BLACK (Drake-Chen) , $11.00 (Lazar)
WRNS-F, 95.1, 100 KW @ 285, COUNTRY , $ 6.50 (T-N)
WRQR-F, 94.3, 3 KW @ 360, CONTEMP , $ 6.50 (T-N) (FARMVILLE)
WSFL-F, 106.5, 100 KW @ 725, ROCK RKO, $18.50 (Savalli)
WKTC-F, 104.3, 100 KW @ 285, COUNTRY , $ 7.25 (T-N) (TARBORO)
WOKN-F, 102.3, 3 KW @ 275, BLACK NBN, $ 7.00 (Howard) (GOLDSBORO)

TV STATIONS
WCTI New Bern 12 ABC, Malrite
WNCT Greenville 9 CBS, Park
WITN Washington 7 NBC

NEWSPAPERS
New Bern Sun-Journal E 14,669, Freedom
Greenville Daily Reflector E 15,416
Washington Daily News E 9,451

GREENVILLE-SPARTANBURG

Market # 72; ADI # 37
Revenue Rank # 59
Income Rank # 46
APR 15.7
SMSA Pop: 579,100
CSI: 4.0 Bil (# 80)

Revenue : $7,850,169
Income : $ 985,330
% Rev Gain: +3.4
Stations: 23/23
Diaries: 962/602:1
CSI HH: 19.7 M (# 232)

National Rev: $1,383,382
Nat Rev per Cap: $2.51
Tot Rev per Cap: $14.25
Tot Inc per Cap: $2.51
Profit Margin: 12.6%
Retail $: 2.2 Bil (# 82)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	A/M 79
1. WANS-F	91/12.4	6.3	9.7	2.3
WESC-F	91/12.4	12.3	11.4	8.0
3. WSPA-F	68/ 9.2	9.5	10.8	9.9
4. WFBC-F	67/ 9.1	12.7	11.7	14.7
5. WHYZ	53/ 7.2	10.5	6.6	6.3
6. WESC	43/ 5.8	2.2	6.2	5.0
7. WSPA	37/ 5.0	3.8	5.1	4.7
8. WQOK	34/ 4.6	5.6	5.5	6.2
9. WFBC	31/ 4.2	5.0	4.8	6.2
WORD	31/ 4.2	3.9	4.1	8.9

12+ TSA 1/4	
1. WESC-F	197
2. WANS-F	196
3. WFBC-F	124
4. WSPA-F	119
5. WHYZ	79
6. WGXL-F	73
7. WBCY-F	60
8. WESC	52
9. WAIM-F	38
10. WSPA	37

12+ TSA CUME/MSA CUME RAT	
1. WFBC-F	2156/25.1
2. WANS-F	2064/21.0
3. WESC-F	2048/21.4
4. WSPA-F	1504/16.9
5. WGXL-F	1177/11.0
6. WAIM-F	1090/ 7.6
7. WFBC	883/15.4
8. WESC	771/10.0
9. WORD	708/13.5
10. WSPA	682/12.4

12+ FM SHARE (METRO): 57.31% (396 of 691) (A/M 80: 55.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WANS-F	1. WANS-F	1. WESC-F	1. WESC-F	1. WESC-F	1. WESC-F+
2. WQOK	2. WFBC-F	WANS-F	2. WFBC-F	2. WSPA-F	2. WFBC-F+
3. WHYZ	3. WESC-F	3. WFBC-F	3. WSPA-F	3. WESC	3. WANS-F+
4. WFBC-F	4. WHYZ	4. WSPA-F	4. WHYZ	4. WHYZ	4. WGXL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	65 (2)	185 (4)	250 (6)	36.2
COUNTRY	55 (2)	96 (2)	151 (4)	21.9
MOR/AC	71 (3)	27 (1)	98 (4)	14.2
BTFL MUSIC	8 (1)	77 (2)	85 (3)	12.3
BLACK	74 (2)		74 (2)	10.7
RELIGION	11 (2)		11 (2)	1.6
CLASSICAL		11 (1)	11 (1)	1.6
BIG BAND	11 (1)		11 (1)	1.6
			691 (23)	

GREEN-SPART-ASHE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WANS	1. WFBC-F	1. WESC-F
2. WESC-F	2. WESC-F	2. WHYZ
3. WFBC-F	3. WANS-F	3. WANS-F
4. WSPA-F	4. WSPA-F	4. WFBC-F
5. WWNC	5. WGXL-F	5. WFBC
6. WNGC-F	6. WGXL-F	6. WSPA
7. WHYZ	7. WAIM-F	WORD
8. WGXL-F	8. WLOS-F	8. WSPA-F
9. WLOS-F	9. WFBC	9. WASC
10. WESC	10. WESC	10. WESC
11. WISE	11. WORD	
12. WAIM-F	12. WSPA	
13. WSPA	13. WISE	
WQOK	14. WQOK	
WFBC	15. WKIT-F	

OTHER RATED STATIONS/METRO SHARE			
WASC	1530		2.9
WCKI	1300	Greer	.4
WELP	1360	Easley	1.1
WELP-F	103.9	Easley	.7
WKDY	1400		1.6
WMRB	1490		1.5
WMUU	1260		1.1
WMUU-F	94.5		1.5
WAIM-F	101.1	Anderson	1.6
WANS	1280	Anderson	.4
WGXL-F	100.5	Laurens	3.7
WLOS-F	99.9	Asheville	1.2
WBCY-F	107.9	Charlotte	2.0

ADI FM SHARE: 61.33% (1107 of 1805) (A/M 80: 57.62%)

AM STATIONS

WESC,	660,	10 KW (DAYS)	, COUNTRY	ABC-E,	$45.00	(Blair)	
WFBC,	1330,	5 KW (DA-N)	, MOR	NBC,	$60.00	(Katz)	Multimedia
WHYZ,	1070,	50 KW (DAYS,DA)	, BLACK	NBN,	$14.00	(----)	
WORD,	910,	5 KW/1 KW (DA-2)	, CONTEMP	,	$22.63	(Eastman)	
WQOK,	1440,	5 KW (DA-N)	, ROCK	ABC-C,	$23.50	(HR/Stone)	
WSPA,	950,	5 KW (DA-N)	, MOR/AC	CBS,	$40.00	(Mc-Guild)	Spartan

FM STATIONS

WESC-F,	92.5,	100 KW @ 2000,	COUNTRY	ABC-E,	$45.00	(Blair)	
WFBC-F,	93.7,	100 KW @ 1840,	CONTEMP (Drake-Chen)	ABC-F,	$60.00	(Katz)	Multimedia
WSPA-F,	98.9,	100 KW @ 1910,	BTFL MUS (FM-100)	,	$40.00	(Mc-Guild)	Spartan
WAIM-F,	101.1,	100 KW @ 330,	CONTEMP/AC	MBS,	$22.71	(----)	(ANDERSON)
WANS-F,	107.3,	100 KW @ 1008,	ROCK	Source,	$35.00	(HR/Stone)	(ANDERSON)
WGXL-F,	100.5,	100 KW @ 760,	AC	ABC-I,	$25.25	(Selcom)	(LAURENS)
WNGC-F,	95.5,	100 KW @ 605,	COUNTRY	,	$14.00	(Southern)	Clarke (ATHENS,GA)

WBCY-F - See Charlotte

TV STATIONS

WFBC	Greenville	4	NBC, Multimedia
WGGS	Greenville	16	IND
WLOS	Asheville	13	ABC, Wometco
WSPA	Spartanburg	7	CBS, Spartan
WANC	Asheville	21	IND

NEWSPAPERS

Anderson Independent	(M - 41,234), Mail	(E - 7,224), Harte-Hanks
Spartanburg Herald	(M - 41,230), Journal	(E - 8,123)
Greenville News	(M - 84,975), Piedmont	(E - 23,947), Multimedia
Asheville Citizen, Times	ME 64,573, Multimedia	

HARRISBURG

Market # 93; ADI # 46
Revenue Rank # 90
Income Rank # 63
APR 18.2
SMSA Pop: 443,000
CSI: 3.9 Bil (# 83)

Revenue : $5,161,182
Income : $ 660,394
% Rev Gain: +8.0
Stations: 22/13
Diaries: 732/605:1
CSI HH: 23.2 M (# 68)

National Rev: $1,056,031
Nat Rev per Cap: $2.43
Tot Rev per Cap: $11.88
Tot Inc per Cap: $1.52
Profit Margin: 12.8%
Retail $: 2.1 Bil (# 87)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79
1. WHP	107/15.7	17.6	16.4	18.8
2. WHP-F	90/13.2	12.1	14.5	14.1
3. WTPA-F	73/10.7	7.3	2.9	4.0
4. WRKZ-F	57/ 8.3	8.5	4.8	---
5. WKBO	52/ 7.6	5.9	5.0	9.9
6. WSFM-F	38/ 5.6	5.9	4.6	8.8
7. WCMB	37/ 5.4	3.2	2.8	3.5
8. WQXA-F	32/ 4.7	5.0	6.6	5.6
9. WHYL	23/ 3.4	5.8	7.0	2.1
10. WQVE-F	18/ 2.6	3.5	2.1	1.9

12+ TSA 1/4	
1. WRKZ-F	137
2. WHP	120
3. WTPA-F	111
4. WHP-F	102
5. WQXA-F	101
6. WSBA-F	55
7. WKBO	54
8. WNCE-F	50
9. WCMB	47
10. WSFM-F	41

12+ TSA CUME/MSA CUME RAT	
1. WQXA-F	1542/13.2
2. WHP	1442/32.6
3. WRKZ-F	1403/15.0
4. WTPA-F	1115/20.1
5. WHP-F	1038/23.3
6. WKBO	944/23.8
7. WCMB	855/17.7
8. WSFM-F	677/15.7
9. WNCE-F	669/ 6.9
10. WSBA-F	663/ 4.6

12+ FM SHARE (METRO): 58.81% (367 of 624) (A/M 80: 54.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WHP-F	1. WHP	1. WHP
2. WQXA-F	2. WSFM-F	2. WRKZ-F	2. WHP	2. WHP-F	2. WRKZ-F
3. WQVE-F	3. WRKZ-F	3. WHP-F	3. WKBO	3. WRKZ-F	3. WQXA-F
	4. WKBO	4. WKBO	4. WRKZ-F	4. WKBO	4. WTPA-F WKBO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	170 (6)	181 (7)	29.0
MOR/AC	173 (4)	4 (1)	177 (5)	28.4
BTFL MUSIC		117 (3)	117 (3)	18.8
COUNTRY	60 (2)	57 (1)	117 (3)	18.8
BLACK/DISCO	13 (1)		13 (1)	2.1
BIG BAND		11 (1)	11 (1)	1.8
RELIGION		8 (2)	8 (2)	1.3
			624 (22)	

HARRIS-LANC-YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WRKZ-F	1. WQXA-F	1. WHP
2. WQXA-F	2. WRKZ-F	2. WTPA-F
3. WTPA-F	3. WHP	3. WHP-F
4. WHP	4. WSBA	4. WKBO
5. WHP-F	5. WTPA-F	5. WRKZ-F
6. WNCE-F	6. WNCE-F	6. WQVE-F
7. WSBA-F	7. WSBA-F	7. WCMB
8. WSBA	8. WLAN-F	8. WHYL
9. WLAN-F	9. WYCR-F	
10. WKBO	10. WHP-F	
11. WYCR-F	11. WKBO	
12. WCMB	12. WCMB	
13. WNOW	13. WSFM-F	
14. WSFM-F	14. WLAN	
15. WDAC-F	15. WLBR	

OTHER RATED STATIONS/METRO SHARE

WFEC	1400		1.9
WIOO	1000	Carlisle	1.6
WQIN	1290	Lykens	1.8
WZUE-F	102.3	Carlisle	.6
WAHT	1510	Annville	.3
WDAC-F	94.5	Lancaster	.4
WGCB-F	96.1	Red Lion	.7
WNCE-F	101.3	Lancaster	1.8
WRHY-F	92.7	Starview	1.6
WSBA-F	103.3	York	2.2
WUFM-F	100.1	Lebanon	.4
WQKX-F	94.1	Sunbury	.9

ADI FM SHARE: 64.15% (1140 of 1777) (A/M 80: 62.13%)

AM STATIONS

WCMB, 1460, 5 KW (DA-N), COUNTRY (Drake-Chen)	ABC-I, $28.13	(Christal)	McKenna
WHP , 580, 5 KW (DA-N), MOR	CBS, $92.50	(Katz)	
WHYL, 960, 5 KW (DAYS,DA), COUNTRY	, $21.15	(PRO)	
WKBO, 1230, 1 KW/250 W, AC	NBC, $30.25	(Blair)	

FM STATIONS

WHP-F , 97.3, 50 KW @ 840, BTFL MUS (Schulke)*	, $92.50	(Katz)	
WQVE-F, 93.5, 3 KW @ 300, ROCK	Source, $16.50	(Buckley)	
WSFM-F, 99.3, 3 KW @ 150, CONTEMP	ABC-F, $28.13	(Christal)	McKenna
WTPA-F, 104.1, 24 KW @ 670, AOR (Burk-Abr)	, $47.50	(Selcom)	Newhouse

*Station now uses Bonneville

FOR OTHER STATIONS SEE YORK AND LANCASTER

TV STATIONS

WGAL	Lancaster	8	NBC, Steinman
WHP	Harrisburg	21	CBS
WLYH	Lancaster	15	CBS, Gateway
WSBA	York	43	CBS, Susquehanna
WTPA	Harrisburg	27	ABC, Newhouse

NEWSPAPERS

Harrisburg News	E	63,433, Newhouse
Harrisburg Patriot	M	48,617, Newhouse
Lancaster New Era	E	59,621
Lancaster Intel Journal	M	40,287
York Dispatch	E	50,147
York Record	M	34,654, Buckner News Alliance

HARTFORD

Market # 38; ADI # 26
Revenue Rank # 44
Income Rank # 109
APR 18.0
SMSA Pop: 636,000
CSI: 9.7 Bil (# 34)

Revenue : $10,833,569
Income : $ 247,766
% Rev Gain: +15.1
Stations: 25/12
Diaries: 1073/593:1
CSI HH: 26.2 M (# 13)

National Rev: $3,532,607
Nat Rev per Cap: $3.38
Tot Rev per Cap: $10.37
Tot Inc per Cap: $ .24
Profit Margin: 2.3 %
Retail $: 3.9 Bil (# 40)

12+ METRO 1/4/SHARE			O/N 80	A/M 80	O/N 79	A/M 79
1.	WTIC	336/23.4	23.0	24.2	24.8	28.4
2.	WKSS-F	114/ 7.9	6.3	5.1	6.6	6.9
3.	WRCH-F	110/ 7.7	9.2	11.5	9.4	8.2
4.	WHCN-F	89/ 6.2	5.1	4.3	3.9	3.9
5.	WKND	73/ 5.1	2.2	2.4	2.8	2.5
6.	WTIC-F	67/ 4.7	6.2	7.9	4.0	6.3
7.	WDRC	60/ 4.2	5.3	3.3	5.4	5.0
8.	WWYZ-F	58/ 4.0	3.4	3.1	3.9	4.5
	WDRC-F	58/ 4.0	3.4	3.8	2.4	3.4
10.	WPOP	53/ 3.7	5.6	4.4	4.1	3.9
	WIOF-F	53/ 3.7	4.3	3.7	2.3	2.0

12+ TSA 1/4		
1.	WTIC	511
2.	WHCN-F	205
	WKSS-F	205
4.	WRCH-F	176
5.	WKCI-F	139
6.	WDRC-F	128
7.	WHYN-F	127
8.	WCCC-F	124
9.	WWYZ-F	122
10.	WNBC	117

12+ TSA CUME/MSA CUME RAT		
1.	WTIC	6299/45.1
2.	WHCN-F	2792/15.8
3.	WDRC-F	2774/16.4
4.	WTIC-F	2579/19.6
5.	WNBC	2566/ 4.4
6.	WRCH-F	2489/18.3
7.	WCCC-F	2441/13.5
8.	WKCI-F	2271/ 4.9
9.	WKSS-F	2244/13.4
10.	WWYZ-F	2019/10.9

12+ FM SHARE (METRO): 52.75% (691 of 1310) (A/M 80: 54.44%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WHCN-F	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WTIC-F	2. WWYZ-F	2. WWYZ-F	2. WKSS-F	2. WKSS-F	2. WDRC-F+
3. WKND	3. WTIC	3. WHCN-F	3. WRCH-F	3. WRCH-F	3. WNBC
WCCC-F	4. WKND	4. WKND	4. WDRC	4. WPOP	4. WHCN-F
5. WDRC-F	5. WIOF-F	5. WIOF-F	5. WWYZ-F	5. WDRC	5. WKSS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	81 (3)	452 (10)	533 (13)	40.7
MOR/AC	349 (2)		349 (2)	26.6
BTFL MUSIC	25 (1)	239 (3)	264 (4)	20.2
BLACK	73 (1)		73 (1)	5.6
NEWS/TALK	57 (2)		57 (2)	4.4
SPANISH	14 (1)		14 (1)	1.1
COUNTRY	11 (1)		11 (1)	0.8
BIG BAND	9 (1)		9 (1)	0.7
			1310 (25)	

HARTFORD-NEW HAVEN ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WTIC	1. WTIC	1. WTIC
2. WKSS-F	2. WDRC-F	2. WKSS-F
3. WHCN-F	3. WKCI-F	3. WWYZ-F
4. WRCH-F	4. WHCN-F	WRCH-F
5. WKCI-F	5. WTIC-F	5. WDRC
6. WDRC-F	6. WRCH-F	6. WKND
7. WELI	7. WNBC	7. WTIC-F
8. WWYZ-F	8. WKSS-F	WDRC-F
9. WTIC-F	9. WWYZ-F	9. WIOF-F
10. WIOF-F	10. WIOF-F	10. WPOP
11. WNBC	11. WELI	
12. WPLR-F	12. WPLR-F	
13. WKND	13. WDRC	
14. WDRC	14. WCCC-F	
15. WEZN-F	15. WCBS	

OTHER RATED STATIONS/METRO SHARE

WCCC	1290		.4
WCCC-F	106.9		3.6
WINF	1230	Manchester	.9
WMLB	1550		.8
WRCQ	910	New Britain	1.7
WRYM	840	New Britain	1.0
WKCI-F	101.3	Hamden	1.2
WPLR-F	99.1	New Haven	1.5
WAQY-F	102.1	Springfield,MA	1.9
WCBS	880	New York	.3
WHYN-F	93.1	Springfield,MA	1.0
WMAS	1450	Springfield,MA	.6
WMAS-F	94.7	Springfield,MA	.6
WNBC	660	New York	1.0

ADI FM SHARE: 51.85% (1342 of 2588) (A/M 80: 51.94%)

AM STATIONS

WDRC, 1360, 5 KW (DA-N) , CONTEMP/AC , $52.00 (Buckley) Buckley
WKND, 1480, 500 W (DAYS,DA), BLACK NBN, $35.00 (Lazar)
WPOP, 1410, 5 KW (DA-2) , NEWS CBS, $48.80 (Torbet) Merv Griffin
WTIC, 1080, 50 KW (DA-N) , MOR NBC, $272.50 (Katz)

FM STATIONS

WCCC-F, 106.9, 23 KW @ 720, AOR ABC-C, $31.00 (Selcom)
WDRC-F, 102.9, 20 KW @ 810, CONTEMP , $52.00 (Buckley) Buckley
WHCN-F, 105.9, 19 KW @ 740, AOR (Burk-Abr) ABC-F, $47.00 (Masla) Beck-Ross
WKSS-F, 95.7, 15 KW @ 820, BTFL MUS (Bonne) , $57.50 (Blair) Sturgeon

WRCH-F, 100.5, 25 KW @ 720, BTFL MUS (Schulke) , $55.00 (Christal)
WTIC-F, 96.5, 15 KW @ 810, ROCK , $75.00 (Katz)
WIOF-F, 104.1, 14 KW @ 835, SOFT ROCK (TM) ABC-E, $48.80 (Torbet) Merv Griffin (WATERBURY)
WWYZ-F, 92.5, 16 KW @ 740, SOFT ROCK , $43.00 (CBS/FM) (WATERBURY)

OTHER STATIONS - See New Haven, Bridgeport, Springfield, New York

TV STATIONS

WATR	Waterbury	20	NBC
WFSB	Hartford	3	CBS, Post-Newsweek
WHCT	Hartford	18	IND
WTNH	New Haven	8	ABC, Capital Cities
WVIT	Hartford	30	NBC, Viacom

NEWSPAPERS

Hartford Courant	M	212,244,	Times-Mirror
New Haven Register	E	100,093	
New Haven Journal-Courier	M	37,264	
New Britain Herald	E	40,485	
Waterbury Republican	M	36,442	
Waterbury American	E	36,340	

HONOLULU

Market # 55
Revenue Rank # 47
Income Rank # 253
APR 17.2
SMSA Pop: 778,100
CSI: 6.4 Bil (# 49)

Revenue : $9,543,553
Income : $-1,295,030
% Rev Gain: +10.7
Stations: 22/20
Diaries: 893/871:1
CSI HH: 25.0 M (# 27)

National Rev: $1,033,005
Nat Rev per Cap: $1.41
Tot Rev per Cap: $13.06
Tot Inc per Cap: $-1.77
Profit Margin: ---
Retail $: 3.3 Bil (# 55)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. KIKI	131/12.2	14.2	9.8	12.2	4.4
2. KDUK-F	123/11.5	6.4	3.3	2.2	2.1
3. KKUA	115/10.7	10.7	6.3	7.4	7.0
4. KSSK	107/10.0	15.7	18.7	16.3	10.7
5. KHVH	87/ 8.1	4.4	5.3	6.8	5.4
6. KPOI	52/ 4.9	5.3	4.8	5.0	8.8
7. KDEO	47/ 4.4	.6	.7	.4	---
8. KUMU-F	45/ 4.2	6.9	8.1	7.5	6.6
9. KULA-F	44/ 4.1	3.7	2.1	2.5	5.8
10. KGU	43/ 4.0	3.6	2.7	4.7	5.4

METRO AND TSA
ARE THE SAME

12+ CUME/CUME RATING	
1. KKUA	1858/29.8
2. KSSK	1829/29.4
3. KIKI	1775/28.5
4. KDUK-F	1327/21.3
5. KHVH	1238/19.9
6. KULA-F	773/12.4
7. KDEO	752/12.1
8. KUMU-F	712/11.4
9. KPOI	701/11.3
10. KCCN	642/10.3

12+ FM SHARE (METRO): 26.10% (274 of 1050) (A/M 80: 26.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIKI	1. KDUK-F	1. KDUK-F	1. KSSK	1. KSSK	1. KSSK
2. KDUK-F	2. KKUA	2. KKUA	2. KKUA	2. KHVH	2. KIKI+
3. KKUA	3. KIKI	3. KIKI	3. KIKI	3. KIOE	3. KKUA
	4. KSSK	4. KSSK	4. KHVH	4. KUMU-F	4. KHVH

OTHER RATED STATIONS/METRO SHARE

KAIM	870	.5	KAIM-F	95.5	1.3	KCCN	1420	3.0	
KMAI-F	93.9	1.1	KIOE	1080	3.7	KISA	1540	1.0	
KOHO	1170	2.2	KORL	650	3.3	KQMQ-F	93.1	1.8	
KUMU	1500	2.2	KZOO	1210	2.1	KJYE-F	96.3	Kailja	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	246 (2)	186 (3)	432 (5)	41.1
MOR/AC	242 (4)	12 (1)	254 (5)	24.2
ETHNIC	90 (4)		90 (4)	8.6
NEWS/TALK	87 (1)		87 (1)	8.3
BTFL MUSIC	24 (1)	62 (2)	86 (3)	8.2
COUNTRY	47 (1)		47 (1)	4.5
BIG BAND	35 (1)		35 (1)	3.3
CLASSICAL		14 (1)	14 (1)	1.3
RELIGION	5 (1)		5 (1)	0.5
			1050 (22)	

RADIO STATIONS

KCCN, 1420, 5 KW, HAWAIIAN MUSIC , $11.67 (PRO)
KDEO, 940, 10 KW, COUNTRY (Drake-Chen) MBS, $? ? (HR/Stone)
KGU , 760, 10 KW, AC CBS, $21.00 (Blair)
KHVH, 990, 5 KW, NEWS ABC-E,NBC, $29.75 (Buckley)
KIKI, 830, 10 KW, ROCK ABC-C, $33.00 (Masla)
KKUA, 690, 10 KW, ROCK , $28.56 (Selcom) LA Coke
KORL, 650, 10 KW, BIG BAND/NOST (Al Ham) ABC-I, $20.50 (Christal) O'Day
KPOI, 1040, 10 KW, AC , $31.25 (Katz) Sudbrink
KSSK, 590, 5 KW, MOR , $42.75 (Eastman) Heftel

KDUK-F, 97.5, 100 KW @ 30, AOR (Burk-Abr) , $31.25 (Katz) Sudbrink
KULA-F, 92.3, 100 KW @ 1685, CONTEMP MBS, $15.00 (Eastman) Heftel
KUMU-F, 94.7, 60 KW @ -140, BTFL MUSIC (FM-100) , $24.00 (Torbet)

TV STATIONS KIKU Honolulu 13 IND, United KHON Honolulu 2 NBC, DM Register

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

HOUSTON

Market # 9; ADI # 10
Revenue Rank # 10
Income Rank # 3
APR 16.5
SMSA Pop: 2,969,900
CSI: 26.4 Bil (# 10)

Revenue : $42,433,223
Income : $10,845,391
% Rev Gain: +15.3
Stations: 28/33
Diaries: 2271/1308:1
CSI HH: 25.2 M (# 26)

National Rev: $11,357,126
Nat Rev per Cap: $4.11
Tot Rev per Cap: $15.37
Tot Inc per Cap: $3.93
Profit Margin: 25.6%
Retail $: 17.1 Bil (# 7)

12+ METRO 1/4/SHARE		WIN 81	O/N 80	J/A 80	A/M 80
1. KMJQ-F	544/13.2	11.0	10.8	8.6	5.1
2. KILT-F	357/ 8.6	2.9	3.0	2.6	4.6
3. KYND-F	258/ 6.2	5.6	5.4	5.3	6.7
4. KLOL-F	257/ 6.2	5.7	4.7	3.7	4.9
5. KIKK-F	255/ 6.2	9.0	10.5	9.2	8.6
6. KTRH	235/ 5.7	6.2	5.0	4.6	4.3
7. KRBE-F	228/ 5.5	6.9	5.6	4.0	5.3
8. KODA-F	220/ 5.3	4.6	5.3	4.2	4.2
9. KPRC	215/ 5.2	5.3	5.3	8.1	7.0
10. KRLY-F	176/ 4.3	4.0	4.6	7.6	9.8
11. KFMK-F	152/ 3.7	2.8	3.5	3.9	1.9
12. KENR	136/ 3.3	3.1	3.2	2.8	3.3
13. KQUE-F	123/ 3.0	3.8	2.5	4.4	2.8
14. KULF	80/ 1.9	2.7	2.6	2.2	2.9
15. KSRR-F	78/ 1.9	2.3	2.8	3.0	4.7

12+ TSA 1/4	
1. KMJQ-F	597
2. KILT-F	376
3. KTRH	303
4. KIKK-F	288
5. KYND-F	281
6. KLOL-F	267
7. KRBE-F	254
8. KODA-F	248
9. KPRC	224
10. KRLY-F	179
11. KFMK-F	156
12. KENR	137
13. KILT	129
14. KQUE-F	126
15. KIKK	87

12+ TSA CUME/MSA CUME RAT	
1. KMJQ-F	4710/17.1
2. KTRH	4628/15.0
3. KIKK-F	4398/15.2
4. KILT-F	4350/16.2
5. KRBE-F	4263/15.1
6. KODA-F	3462/12.2
7. KPRC	3444/13.2
8. KYND-F	3264/12.2
9. KRLY-F	3226/12.4
10. KILT	2916/ 9.5
11. KLOL-F	2640/10.0
12. KENR	2597/10.2
13. KFMK-F	2532/ 9.7
14. KULF	2903/ 7.2
15. KSRR-F	1874/ 7.4

12+ FM SHARE (METRO): 70.56% (2778 of 3937) (A/M 80: 65.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KYND-F	1. KTRH
2. KRBE-F	2. KILT-F	2. KILT-F	2. KILT-F	2. KODA-F	2. KMJQ-F
3. KLOL-F	3. KLOL-F	3. KIKK-F	3. KIKK-F	3. KTRH	3. KILT-F
4. KRLY-F	4. KFMK-F	4. KLOL-F	4. KODA-F	4. KMJQ-F	4. KPRC
5. KILT-F	5. KIKK-F	5. KFMK-F	5. KYND-F	5. KILT-F	5. KIKK-F
	6. KRBE-F	6. KRBE-F	6. KFMK-F	KPRC	6. KYND-F
	7. KRLY-F	7. KYND-F	7. KTRH	7. KIKK-F	7. KRBE-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	104 (1)	739 (4)	843 (5)	21.4
BLACK/URBAN	47 (2)	544 (1)	591 (3)	15.0
COUNTRY	277 (4)	612 (2)	889 (6)	22.6
BTFL MUSIC		478 (2)	478 (2)	12.1
NEWS/TALK	450 (2)		450 (2)	11.4
MOR/AC	80 (1)	275 (2)	355 (3)	9.0
SPANISH	182 (3)		182 (3)	4.6
RELIGION	19 (1)	73 (2)	92 (3)	2.3
CLASSICAL		57 (1)	57 (1)	1.4
			3937 (28)	

HOUSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KMJQ-F	1. KMJQ-F	1. KMJQ-F
2. KILT-F	2. KILT-F	2. KILT-F
3. KIKK-F	3. KIKK-F	3. KIKK-F
4. KYND-F	4. KTRH	4. KTRH
5. KTRH	5. KRBE-F	5. KLOL-F
6. KLOL-F	6. KPRC	6. KYND-F
7. KRBE-F	7. KODA-F	7. KPRC
8. KODA-F	8. KYND-F	8. KRLY-F
9. KPRC	9. KRLY-F	9. KRBE-F
10. KRLY-F	10. KILT	10. KODA-F
11. KFMK-F	11. KLOL-F	
12. KENR	12. KENR	
13. KQUE-F	13. KSRR-F	
14. KILT	14. KSRR-F	
15. KIKK	15. KULF	

OTHER RATED STATIONS/METRO SHARE			
KCOH	1430		.6
KEYH	850		1.8
KFRD	980	Rosenburg	.5
KGOL-F	107.3	Lake Jackson	1.1
KHCB-F	105.7		.7
KIKK	650		1.9
KILT	610		2.5
KLAT	1010		1.3
KLEF-F	94.5		1.4
KLVL	1480		1.3
KNUZ	1230		1.1
KXYZ	1320		.5
KYOK	1590		.6

ADI FM SHARE: 70.05% (2928 of 4180) (A/M 80: 63.92%)

AM STATIONS

KENR,	1070,	10 KW/5 KW (DA-2),	COUNTRY	,	$192.38	(Katz)	Lake Huron
KIKK,	650,	250 W (DAYS)	, COUNTRY	,	$ 51.00	(Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, CONTEMP	,	$ 85.00	(Blair)	LIN
KTRH,	740,	50 KW (DA-1)	, NEWS/TALK	CBS,MBS,	$ 79.00	(Christal)	
KULF,	790,	5 KW (DA-2)	, AC	RKO,	$ 78.13	(Eastman)	Harte-Hanks
KPRC,	950,	5 KW (DA-N)	, NEWS/TALK	NBC,	$ 81.88	(CBS Spot)	Houston Post

FM STATIONS

KFMK-F,	97.9,	100 KW @ 500,	AC/CONTEMP	,	$ 70.00	(RKO)	First Media
KIKK-F,	95.7,	100 KW @ 995,	COUNTRY	,	$152.55	(Torbet)	Viacom
KILT-F,	100.3,	100 KW @ 790,	COUNTRY	,	$100.00	(Blair)	LIN
KLOL-F,	101.1,	100 KW @ 790,	AOR	,	$ 75.00	(Christal)	
KMJQ-F,	102.1,	100 KW @ 790,	BLACK/AOR	,	$150.00	(Mc-Guild)	Amaturo
KODA-F,	99.1,	100 KW @ 790,	BTFL MUS (Bonne)	,	$ 86.25	(RAR)	Westinghouse
KQUE-F,	102.9,	280 KW @ 700,	AC	ABC-E,	$ 75.00	(HR/Stone)	Texas Coast
KRBE-F,	104.1,	100 KW @ 790,	ROCK	,	$193.38	(Katz)	Lake Huron
KRLY-F,	93.7,	100 KW @ 790,	ROCK	,	$122.50	(Masla)	SJR
KSRR-F,	96.5,	100 KW @ 580,	CONTEMP	ABC-C,	$ 66.75	(Selcom)	ABC
KYND-F,	92.5,	97 KW @ 790,	BTFL MUS (Schulke)	,	$121.88	(Eastman)	Harte-Hanks

TV STATIONS

KRIV	Houston	26	IND, Metromedia
KHOU	Houston	11	CBS, Corinthian
KHTV	Houston	39	IND, Gaylord
KPRC	Houston	2	NBC, Houston Post
KTRK	Houston	13	ABC, Capital Cities

NEWSPAPERS

Houston Chronicle	E	321,133
Houston Post	M	304,525

HUNTINGTON

Market # 122; ADI # 43
Revenue Rank # 113
Income Rank # 60
APR 15.8
SMSA Pop: 312,700
CSI: 2.1 Bil (# 135)

Revenue : $4,165,881
Income : $ 687,491
% Rev Gain: +16.0
Stations: 16/13
Diaries: 637/491:1
CSI HH: 18.1 M (# 289)

National Rev: $1,026,541
Nat Rev per Cap: $3.39
Tot Rev per Cap: $13.74
Tot Inc per Cap: $2.27
Profit Margin: 16.5%
Retail $: 1.2 Bil (# 142)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WKEE-F	99/24.3	18.9	19.9	17.2	15.1
2. WGNT	47/11.5	11.8	11.0	16.9	16.3
3. WTCR	40/ 9.8	10.7	15.3	15.3	15.4
4. WHTN	39/ 9.6	6.3	8.1	7.1	4.0
5. WHEZ-F	38/ 9.3	12.3	11.6	11.7	11.1
6. WAMX-F	33/ 8.1	16.7	9.0	8.6	13.1
7. WEMM-F	24/ 5.9	3.8	3.8	4.3	2.6
8. WNST-F+	13/ 3.2	1.9	.6	2.5	3.7
9. WIRO	10/ 2.5	1.9	4.3	2.1	4.6
WCMI	10/ 2.5	1.4	3.2	1.8	1.4

12+ TSA 1/4	
1. WKEE-F	171
2. WAMX-F	68
3. WGNT	47
4. WHEZ-F	45
5. WHTN	42
WTCR	42
7. WEMM-F	37
8. WPAY	33
9. WPAY-F	30
10. WNST-F+	16

12+ TSA CUME/MSA CUME RAT	
1. WKEE-F	2019/39.2
2. WAMX-F	1131/21.6
3. WGNT	816/29.1
4. WTCR	678/22.0
5. WHEZ-F	547/15.6
6. WHTN	527/16.6
7. WPAY-F	508/ 3.7
8. WEMM-F	496/11.2
9. WPAY	400/ 3.5
10. WIRO	287/ 8.5

12+ FM SHARE (METRO): 59.22% (228 of 385) (A/M 80: 52.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WHEZ-F	1. WKEE-F
2. WAMX-F	2. WHTN	2. WHTN	2. WTCR	2. WTCR	2. WGNT
	3. WAMX-F	3. WTCR	3. WGNT	3. WGNT	3. WAMX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		141 (3)	141 (3)	36.6
MOR/AC	96 (3)		96 (3)	24.9
COUNTRY	61 (4)	20 (3)	81 (7)	21.0
BTFL MUSIC		38 (1)	38 (1)	9.9
RELIGION		29 (2)	29 (2)	7.5
			385 (16)	

HUNTINGTON-CHARLESTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WKEE-F	1. WKEE-F	1. WKEE-F
2. WVAF-F	2. WAMX-F	2. WTCR
3. WCAW	3. WVAF-F	3. WGNT
4. WAMX-F	4. WCAW	4. WHEZ-F
5. WQBE-F	5. WCHS	5. WEMM-F
WKLC-F	6. WQBE-F	6. WAMX-F
7. WXIL-F	7. WGNT	7. WHTN
8. WHEZ-F	8. WKAZ	
9. WPRT+	9. WKLC-F	
WGNT	10. WTCR	
11. WEMM-F	11. WXIL-F	
12. WXCC-F	12. WDOC-F	
WLSI	13. WEMM-F	
14. WCHS	14. WHEZ-F	
WTCR	15. WHEZ-F	
WHTN		

OTHER RATED STATIONS/METRO SHARE			
WCAK-F	92.7	Catlettsburg	1.5
WITO-F	107.1	Ironton	1.2
WKLC-F	105.1	St. Albans	2.2
WPAY	1400	Portsmouth	1.7
WPAY-F	104.1	Portsmouth	1.2

ADI FM SHARE: 56.89% (912 of 1603) (A/M 54.43%)

AM STATIONS

WCMI	1340	1 KW/250 W	COUNTRY	CBS	$10.00	(Torbet)	
WGNT	930	5 KW/1 KW (DA-N)	MOR	NBC	$28.75	(Torbet)	Stoner
WHTN	800	5 KW (DAYS)	CONTEMP/AC (Drake-Chen)		$48.00	(Katz)	Capitol (WRAL)
WIRO	1230	1 KW/250 W	MOR	MBS	$ 6.50	(Regional)	
WTCR	1420	5 KW/500 W (DA-N)	COUNTRY	ABC-I	$32.75	(Mc-Guild)	Greater Med
WPRT	960	5 KW (DAYS)	MOR	RKO	$ 7.90	(Savalli)	(PRESTONSBURG)
WLSI	900	5 KW (DAYS)	COUNTRY		$ 8.20	(----)	(PIKEVILLE)
WPAY	1400	1 KW/250 W	COUNTRY	CBS	$ 9.00	(Mid-Amer)	Braden (PORTSMOUTH)

FM STATIONS

WAMX-F	93.7	32 KW @ 400	AOR	ABC-E	$20.00	(Torbet)	
WEMM-F	107.9	50 KW @ 500	RELIGION		$ 7.00	(----)	Mortenson
WHEZ-F	103.3	50 KW @ 490	BTFL MUS (KalaMusic)		$32.75	(Mc-Guild)	Greater Med
WKEE-F	100.5	53 KW @ 556	ROCK (Drake-Chen)	RKO	$48.00	(Katz)	Capitol (WRAL)
WNST-F+	106.3	128 KW @ 1226	COUNTRY		$12.00	(----)	(MILTON)
WXIL-F	95.1	50 KW @ 500	ROCK		$11.00	(----)	(PARKERSBURG)
WPAY-F	104.1	100 KW @ 840	RELIGION/COUNTRY	MBS	$ 9.00	(Mid-Amer)	Braden (PORTSMOUTH)
WXCC-F	96.5	50 KW @ 500	COUNTRY	MBS	$ 5.75	(----)	(WILLIAMSON)
WDOC-F	95.5	100 KW @ 202	ROCK		$ 8.55	(Regional)	(PRESTONBURG)

OTHER STATIONS - SEE CHARLESTON

TV STATIONS

WCHS	Charleston	8	CBS, Rollins
WOWK	Huntington	13	ABC, Gateway
WSAZ	Huntington	3	NBC, Lee

NEWSPAPERS

Charleston Gazette	M	55,940, Clay
Huntington-Herald-Dispatch	M	48,665, Gannett
Charleston Mail	E	56,229, Clay

HUNTSVILLE

Market # 129
Revenue Rank # 129
Income Rank # 106
APR 14.5
SMSA Pop: 302,900
CSI: 2.2 Bil (# 130)

Revenue : $3,479,850
Income : $ 257,694
% Rev Gain:+16.2
Stations: 22/16
Diaries: 697/435:1
CSI HH: 21.3 M (# 151)

National Rev: $366,709
Nat Rev per Cap: $1.21
Tot Rev per Cap: $11.49
Tot Inc per Cap: $ .85
Profit Margin: 7.4%
Retail $: 1.2 Bil (# 143)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WZYP-F	50/13.6	9.6	9.8
2. WBHP	39/10.6	14.5	11.9
3. WAHR-F	38/10.3	9.3	4.6
4. WAAY	37/10.0	13.6	15.8
5. WRSA-F	32/ 8.7	3.7	5.6
WEUP	32/ 8.7	4.6	4.2
7. WQEN-F	20/ 5.4	6.2	7.7
8. WAVU	16/ 4.3	3.4	4.2
WTWX-F	16/ 4.3	3.1	1.8
10. WFIX	9/ 2.4	3.7	6.0

12+ TSA 1/4	
1. WZYP-F	86
2. WAHR-F	49
3. WBHP	40
4. WRSA-F	39
5. WAAY	38
6. WEUP	34
7. WQEN-F	30
8. WDRM-F	23
9. WAVU	17
10. WTWX-F	16

12+ TSA CUME/MSA CUME RAT	
1. WZYP-F	1195/29.8
2. WAAY	760/25.3
3. WAHR-F	737/19.1
4. WBHP	617/22.1
5. WRSA-F	563/14.0
6. WQEN-F	381/10.9
7. WEUP	343/11.5
8. WDRM-F	333/ 3.3
9. WFIX	295/11.3
10. WTWX-F	197/ 7.4

12+ FM SHARE (METRO): 53.18% (184 of 346) (A/M 80: 40.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WBHP	1. WRSA-F	1. WZYP-F
2. WEUP	2. WAHR-F	2. WAAY	2. WAAY	2. WBHP	2. WBHP
WAHR-F	3. WAAY	3. WAHR-F	WZYP,WRSA	3. WAAY	3. WAHR-F

OTHER RATED STATIONS/METRO SHARE

WBSA	1300	Boaz	.5	WQSB-F	105.1	Albertville	1.9
WCRQ-F	92.7	Arab	1.1	WRAB	1380	Arab	1.9
WGSV	1270	Guntersville	1.4	WVOV	1000		2.2
WJMW	730	Athens	1.1	WDRM-F	102.1	Decatur	2.2
WKAC	1080	Athens	.8	WQLT-F	107.3	Florence	.5
WNDA-F	95.1		1.1	WRKK-F	99.5	Birmingham	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	45 (2)	117 (5)	162 (7)	46.8
COUNTRY	71 (6)	19 (2)	90 (8)	26.0
BLACK	32 (1)		32 (1)	9.2
BTFL MUSIC		32 (1)	32 (1)	9.2
UNKNOWN	5 (1)	12 (2)	17 (3)	4.9
MOR/AC	9 (1)		9 (1)	2.6
RELIGION		4 (1)	4 (1)	1.2
			346 (22)	

RADIO STATIONS

WAAY, 1550, 50 KW/500 W (DA-N), CONTEMP , $17.50 (Torbet)
WAVU, 630, 1 KW (DAYS) , COUNTRY , $ 7.00 (----) (ALBERTVILLE)
WBHP, 1230, 1 KW , COUNTRY ABC-I, $25.00 (Katz)
WEUP, 1600, 5 KW/500 W (DA-N), BLACK SBN, $12.75 (----)
WFIX, 1450, 1 KW/250 W , MOR (Century 21) CBS, $14.00 (Smith)

WAHR-F, 99.1, 100 KW @ 540, ROCK ABC-F, $13.50 (PRO)
WTWX-F, 95.9, 3 KW @ 300, COUNTRY ABC-F, $ 4.75 (----) (GUNTERSVILLE)
WZYP-F, 104.3, 50 KW @ 760, ROCK RKO, $14.00 (Buckley) (ATHENS)
WDRM-F, 102.1, 100 KW @ 165, ? ? ABC-F, $ 6.00 (----) (DECATUR)
WRSA-F, 96.9, 100 KW @ 830, BTFL MUS (?) NBC, $11.00 (Bolton) (DECATUR)

TV STATIONS

WAAY	Huntsville	31	ABC
WHNT	Huntsville	19	CBS, NY Times
WAFF	Huntsville	48	NBC, American Family Corp

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

INDIANAPOLIS

Market # 34: ADI # 21
Revenue Rank # 23
Income Rank # 22
APR 16.8
SMSA Pop: 1,182,500
CSI: 9.4 Bil (# 35)

Revenue : $19,810,537
Income : $ 2,233,900
% Rev Gain: +7.6
Stations: 21/22
Diaries: 1542/767:1
CSI HH: 22.6 M (# 96)

National Rev: $5,062,248
Nat Rev per Cap: $4.35
Tot Rev per Cap: $17.00
Tot Inc per Cap: $1.92
Profit Margin: 11.3%
Retail $: 5.2 Bil (# 34)

12+ METRO	1/4/SHARE	FAL 80	SPG 80	FAL 79	SPG 79
1. WIBC	248/15.6	15.6	15.7	15.9	17.5
2. WXTZ-F	203/12.8	10.3	12.5	13.5	13.6
3. WFBQ-F	164/10.3	7.4	6.7	9.9	8.7
4. WNAP-F	159/10.0	9.9	7.1	8.1	8.9
5. WTLC-F	153/ 9.6	9.3	9.2	9.8	8.8
6. WFMS-F	136/ 8.6	9.0	7.4	8.4	7.1
7. WIRE	128/ 8.1	9.3	8.8	9.5	11.9
8. WIKS-F	99/ 6.2	8.1	9.0	4.6	.8
9. WNDE	53/ 3.3	5.0	5.3	5.4	6.0
10. WATI	41/ 2.6	3.7	2.9	2.5	2.7
11. WGTC-F	28/ 1.8	1.8	.8	.5	---
12. WIFE	19/ 1.2	1.8	2.9	3.4	4.9

12+ TSA 1/4	
1. WFBQ-F	365
2. WIBC	297
3. WXTZ-F	271
4. WNAP-F	232
5. WFMS-F	175
6. WIKS-F	171
7. WTLC-F	157
8. WIRE	156
9. WGTC-F	82
10. WNDE	64
11. WLHN-F	43
WATI	43

12+ TSA CUME/MSA CUME RAT	
1. WIBC	4084/33.3
2. WFBQ-F	3598/17.7
3. WXTZ-F	3054/21.8
4. WNAP-F	2965/19.5
5. WIKS-F	2808/18.9
6. WFMS-F	2123/16.4
7. WIRE	2104/18.2
8. WNDE	1759/13.7
9. WTLC-F	1428/14.3
10. WGTC-F	972/ 3.9
11. WIFE	949/ 7.5
12. WLHN-F	822/ 1.9

12+ FM SHARE (METRO): 64.60% (971 of 1503) (A/M 80: 58.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFBQ-F	1. WNAP-F	1. WNAP-F	1. WIBC	1. WIBC	1. WIBC
2. WTLC-F	2. WFBQ-F	2. WFBQ-F	2. WFMS-F	2. WXTZ-F	2. WFBQ-F
3. WNAP-F	3. WIBC	WIBC	3. WXTZ-F	3. WIRE	3. WXTZ-F
4. WIKS-F	WTLC-F	4. WFMS-F	4. WIRE	4. WFMS-F	4. WIRE
	5. WIKS-F	5. WTLC-F	5. WNAP-F	5. WTLC-F	5. WNAP-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		422 (3)	422 (3)	28.1
MOR/AC	342 (6)	4 (1)	346 (7)	23.0
COUNTRY	128 (1)	164 (2)	292 (3)	19.4
BTFL MUSIC	41 (1)	211 (2)	252 (3)	16.8
BLACK		153 (1)	153 (1)	10.2
RELIGION	21 (2)	9 (1)	30 (3)	2.0
UNKNOWN		8 (1)	8 (1)	0.5
			1503 (21)	

INDIANAPOLIS ADI

	12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1.	WFBQ-F	WIBC	WTLC-F
2.	WIBC	WFBQ-F	WIBC
3.	WIBC	WXTZ-F	WIRE
4.	WNAP-F	WNAP-F	WXTZ-F
5.	WFMS-F	WIKS-F	WFMS-F
6.	WIKS-F	WFMS-F	WFBQ-F
7.	WTLC-F	WIRE	WNAP-F
8.	WIRE	WNDE	WIKS-F
9.	WWKI-F	WTLC-F	
10.	WGTC-F	WLS	
11.	WNDE	WIFE	
12.	WZWZ-F	WLBC-F	
13.	WMDH-F	WLHN-F	
14.	WLHN-F	WGTC-F	
15.	WATI	WOWO	

OTHER RATED STATIONS/METRO SHARE			
WBRI	1500		.8
WCBK-F+	102.3	Martinsville	.4
WFBM	1110	Noblesville	.9
WNTS	1590		.5
WSVL-F	97.1	Shelbyville	.5
WXIR-F	98.3	Plainfield	.6
WLHN-F	97.9	Anderson	.5
WLW	700	Cincinnati	.3

ADI FM SHARE: 67.91% (1841 of 2711) (A/M 80: 61.29%)

AM STATIONS

WATI, 810, 250 W (DAYS), BTFL MUS, $ 14.00 (Masla) Sarkes-Tarzian
WIBC, 1070, 50 KW/10 KW (DA-2), MOR, $101.25 (Blair) Fairbanks
WIFE, 1310, 5 KW/1 KW (DA-N), AC/TALK ABC-C, $ 37.50 (Buckley) Communicom

WIRE, 1430, 5 KW (DA-N), COUNTRY ABC-E, $ 78.00 (Eastman) Mid America
WNDE, 1260, 5 KW (DA-N), AC CBS, $ 50.00 (Katz) Gulf/Rahall

WLS - See Chicago   WOWO - See Ft. Wayne

FM STATIONS

WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr), $100.00 (Katz) Gulf/Rahall
WFMS-F, 95.5, 50 KW @ 500, COUNTRY NBC, $ 70.00 (Torbet) Susquehanna
WIKS-F, 99.5, 50 KW @ 500, ROCK (Burk-Abr), $ 34.00 (MMR) Heftel
WNAP-F, 93.1, 50 KW @ 1022, ROCK, $ 64.75 (Blair) Fairbanks
WTLC-F, 105.7, 50 KW @ 445, BLACK NBN, $ 51.50 (Howard)

WXTZ-F, 103.3, 18 KW @ 360, BTFL MUS (Bonne), $ 80.50 (Eastman) Mid America
WGTC-F, 92.3, 37 KW @ 1091, COUNTRY, $ 8.00 (PRO) Sarkes-Tarzian (BLOOMINGTON)

WLHN-F, 93.5, 3 KW @ 300, ROCK, $ 15.00 (Torbet) Booth (KOKOMO)
WWKI-F, 100.5, 20 KW @ 480, COUNTRY, $ 16.00 (----) (KOKOMO)
WMDH-F, 102.5, 21 KW @ 355, COUNTRY, $ 8.00 (----) (NEW CASTLE)
WLBC-F, 104.1, 50 KW @ 505, ROCK (Drake-Chen), $ 9.75 (PRO) (MUNCIE)

TV STATIONS

WHMB	Indianapolis	40	IND, Lester Sumrall Evangelistic Assoc
WISH	Indianapolis	8	CBS, Corinthian
WRTV	Indianapolis	6	ABC, McGraw-Hill
WTHR	Indianapolis	13	NBC, Columbus Dispatch
WTTV	Indianapolis	4	IND, Sarkes-Tarzian

NEWSPAPERS

Indianapolis Star	M	215,858, Central
Indianapolis News	E	143,499, Central

JACKSON, MS

Market # 119
Revenue Rank # 84
Income Rank # 69
APR 13.9
SMSA Pop: 320,400
CSI: 2.2 Bil (# 128)

Revenue : $5,514,148
Income : $ 580,238
% Rev Gain: 11.7%
Stations: 12/15
Diaries: 582/551:1
CSI HH: 20.3 M (# 198)

National Rev: $761,874
Nat Rev per Cap: $2.38
Tot Rev per Cap: $17.21
Tot Inc per Cap: $1.81
Profit Margin: 10.5%
Retail $: 1.4 Bil (# 119)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WJMI-F	65/18.4	20.2	11.1	1. WJMI-F	148	1. WJMI-F	1534/24.3
2. WLIN-F	44/12.4	14.6	13.0	2. WLIN-F	94	2. WZZQ-F	1166/20.9
3. WSLI	39/11.0	15.3	16.7	3. WZZQ-F	77	3. WJDX	1157/24.8
4. WZZQ-F	36/10.2	8.1	9.6	4. WJDX	60	4. WLIN-F	1101/20.5
5. WTYX-F	31/ 8.8	8.1	6.2	5. WTYX-F	50	5. WTYX-F	894/19.2
6. WCCL	29/ 8.2	2.8	.9	6. WSLI	49	6. WSLI	794/23.5
WJDX	29/ 8.2	10.0	16.1	7. WCCL	38	7. WKXI	511/16.2
8. WKXI	21/ 5.9	6.2	9.3	8. WKXI	35	8. WCCL	455/13.5
9. WJXN	16/ 4.5	2.8	---	9. WOKJ	29	9. WOKJ	395/10.7
10. WOKJ	13/ 3.7	4.4	5.6	10. WRKN	18	10. WJXN	228/ 8.8

12+ FM SHARE (METRO): 50.87% (176 of 346) (A/M 80: 53.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WJMI-F	1. WJMI-F	1. WJMI-F	1. WLIN-F	1. WLIN-F	1. WJMI-F
2. WZZQ-F	2. WZZQ-F	2. WZZQ-F	2. WCCL,WSLI	2. WSLI	2. WSLI
3. WJDX	3. WTYX-F	3. WTYX-F	WJMI-F		3. WLIN-F

OTHER RATED STATIONS/METRO SHARE

WJQS	1400	3.7	WRKN	970	Brandon	2.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (1)	77 (2)	106 (3)	30.6
BLACK	34 (2)	65 (1)	~~99 (3)~~	28.6
COUNTRY	52 (3)		52 (3)	15.0
BTFL MUSIC		44 (1)	44 (1)	12.7
MOR/AC	39 (1)		39 (1)	11.3
RELIGION/GOSPEL	16 (1)		16 (1)	4.6
			346 (12)	

RADIO STATIONS

WCCL, 1590, 5 KW/1 KW (DA-N) , COUNTRY — ABC-E, $12.00 (PRO)
WJDX, 620, 5 KW/1 KW (DA-N) , AC/CONTEMP — NBC, $29.75 (Eastman)
WJXN, 1450, 1 KW/250 W , GOSPEL — MBS, $ 3.00 (----)
WKXI, 1300, 5 KW/1 KW , BLACK — SBN, $18.00 (HR/Stone)
WOKJ, 1550, 50 KW/10 KW (DA-2), BLACK — , $19.20 (Howard)
WRKN, 970, 1 KW (DAYS,DA) , COUNTRY — , $ 4.05 (----) (BRANDON)
WSLI, 930, 5 KW (DA-N) , MOR — ABC-I, $21.00 (Katz)

WJMI-F, 99.7, 100 KW @ 1060, BLACK — ABC-F, $28.80 (Howard)
WLIN-F, 95.5, 100 KW @ 1069, BTFL MUS (Schulke) — , $24.13 (Christal)
WTYX-F, 94.7, 100 KW @ 430, ROCK (TM) — , $18.00 (HR/Stone)
WZZQ-F, 102.9, 100 KW @ 1800, ROCK* — RKO, $17.50 (Eastman)

*Station now programming Country (TM)

TV STATIONS

WAPT	Jackson	16	ABC, Clay
WJTV	Jackson	12	CBS, Capitol
WLBT	Jackson	3	NBC

NEWSPAPERS

Jackson Clarion-Ledger	M	63,521
Jackson News	E	39,635

JACKSONVILLE

Market # 57
Revenue Rank # 62
Income Rank # 252
APR 14.6
SMSA Pop: 733,800
CSI: 4.9 Bil (# 66)

Revenue : $7,310,268
Income : $-1,277,914
% Rev Gain: -4.7
Stations: 22/29
Diaries: 849/864:1
CSI HH: 18.6 M (# 270)

National Rev: $1,789,326
Nat Rev per Cap: $2.49
Tot Rev per Cap: $10.16
Tot Inc per Cap: $-1.78
Profit Margin: ---
Retail $: 3.5 Bil (# 51)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WIVY-F	127/14.3	14.7	12.2	11.0	15.8
2. WKTZ-F	112/12.6	13.1	11.8	12.2	11.0
3. WQIK-F	108/12.2	12.8	11.0	9.8	8.3
4. WFYV-F	104/11.7	7.0	5.9	---	---
5. WAPE	65/ 7.3	8.8	6.3	8.0	7.1
6. WJAX-F	41/ 4.6	2.1	3.1	7.2	8.6
7. WPDQ	40/ 4.5	5.7	8.6	11.1	7.6
8. WVOJ	35/ 4.0	6.9	6.6	7.8	8.4
9. WKTZ	25/ 2.8	.5	1.0	1.0	1.5
10. WCRJ-F	21/ 2.4	3.2	3.1	3.4	2.6

12+ TSA 1/4	
1. WKTZ-F	174
2. WIVY-F	144
3. WQIK-F	129
4. WFYV-F	104
5. WAPE	85
6. WJAX-F	50
7. WPDQ	40
8. WVOJ	35
9. WKTZ	25
10. WAIV-F	22

12+ TSA CUME/MSA CUME RAT	
1. WIVY-F	1936/27.5
2. WKTZ-F	1823/22.3
3. WAPE	1471/17.2
4. WQIK-F	1371/18.6
5. WFYV-F	914/14.8
6. WJAX-F	588/ 7.6
7. WVOJ	587/ 9.7
8. WAIV-F	569/ 8.7
9. WPDQ	532/ 8.6
10. WCRJ-F	416/ 6.4

12+ FM SHARE (METRO): 66.43% (550 of 828) (A/M 80: 58.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFYV-F	1. WIVY-F	1. WIVY-F	1. WQIK-F	1. WQIK-F	1. WKTZ-F
2. WIVY-F	2. WFYV-F	2. WFYV-F	2. WKTZ-F	WKTZ-F	2. WQIK-F
3. WPDQ	3. WAPE	3. WQIK-F	3. WIVY-F	3. WAPE	3. WAPE
4. WQIK-F	4. WQIK-F	4. WAPE	4. WAPE	4. WVOJ	4. WIVY-F

OTHER RATED STATIONS/METRO SHARE

WAIV-F	96.9	2.3	WCGL	1360	1.9	WCRJ	1530	2.3
WERD	1400	1.7	WEXI	1280	.7	WJAX	930	1.7
WOKV	600	1.4	WOZN	970	.6	WROS	1050	1.6

WBKF-F 92.1 MacClenny .7
WFOY 1240 St. Augustine 1.0
WKUE-F 92.7 Green Cove Spg 1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		292 (4)	292 (4)	35.3
COUNTRY	100 (2)	114 (2)	214 (4)	25.8
BTFL MUSIC		133 (2)	133 (2)	16.1
RELIGION/GOSPEL	56 (4)		56 (4)	6.8
BLACK	55 (2)		55 (2)	6.6
MOR/AC	24 (2)	11 (1)	35 (3)	4.2
BIG BAND	25 (1)		25 (1)	3.0
UNKNOWN	12 (1)		12 (1)	1.4
NEWS/TALK	6 (1)		6 (1)	0.7
			828 (22)	

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), COUNTRY ABC-I, $50.25 (Eastman) Eastman
WKTZ, 1220, 1 KW (DAYS), BIG BAND/NOST (Al Ham), $91.50 (Katz) Beck-Ross
WPDQ, 1460, 5 KW (DA-N), BLACK NBN, $38.50 (Howard) BENI
WVOJ, 1320, 5 KW (DA-N), COUNTRY MBS, $36.25 (MMR) Gulf/Rahall

WAIV-F, 96.9, 100 KW @ 935, CONTEMP RKO, $45.62 (Blair) Affiliated
WCRJ-F, 107.3, 100 KW @ 350, BTFL MUS, $33.13 (Masla)
WFYV-F, 104.5, 100 KW @ 700, AOR (Burk-Abr), $43.88 (Selcom) BENI
WIVY-F, 102.9, 60 KW @ 635, ROCK, $65.00 (Torbet) Infinity
WJAX-F, 95.1, 100 KW @ 567, ROCK ABC-C, $? ? (Buckley) City of Jacksonville
WKTZ-F, 96.1, 100 KW @ 830, BTFL MUS (Schulke), $91.50 (Katz) Beck-Ross
WQIK-F, 99.1, 100 KW @ 620, COUNTRY, $45.00 (Mc-Guild)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

JOHNSON CITY-KINGSPORT-BRISTOL

Market # 95
Revenue Rank # 101
Income Rank # 194
APR 15.6
SMSA Pop: 435,500
CSI: 2.6 Bil (# 113)

Revenue : $4,662,095
Income : $ -65,337
% Rev Gain: +.1
Stations: 25/23
Diaries: 714/ 610:1
CSI HH: 17.1 M (# 314)

National Rev: $594,702
Nat Rev per Cap: $1.42
Tot Rev per Cap: $11.12
Tot Inc per Cap: $-.16
Profit Margin: ---
Retail $: 1.7 Bil (# 101)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79
1. WXBQ-F	74/12.9	14.0	12.0	4.0
2. WJCW	58/10.1	9.0	11.9	9.3
3. WKPT-F	52/ 9.1	7.6	7.6	10.1
4. WQUT-F	48/ 8.4	10.4	10.1	8.0
5. WFHG	43/ 7.5	5.3	7.5	8.7
6. WKIN	33/ 5.8	5.5	6.7	9.3
7. WETB	31/ 5.4	7.1	6.7	5.0
8. WJSO	26/ 4.5	7.2	2.7	7.8
9. WGOC	23/ 4.0	2.7	3.1	.8
10. WKPT	22/ 3.8	2.1	2.5	3.8

12+ TSA 1/4	
1. WXBQ-F	108
2. WKPT-F	60
3. WJCW	59
4. WQUT-F	57
5. WFHG	49
6. WETB	42
7. WKIN	33
8. WZAP	31
9. WJSO	26
10. WGOC	24

12+ TSA CUME/MSA CUME RAT	
1. WXBQ-F	1217/23.2
2. WQUT-F	835/18.5
3. WFHG	786/17.4
4. WKPT-F	770/16.0
5. WETB	744/15.0
6. WJCW	731/19.6
7. WKIN	465/12.0
8. WZAP	430/ 7.3
9. WJSO	397/10.3
10. WKPT	383/10.2

12+ FM SHARE (METRO): 39.66% (213 of 537) (A/M 80: 38.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKIN	1. WQUT-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F
2. WETB	2. WXBQ-F	2. WQUT-F	2. WKPT-F	2. WJCW	2. WJCW
3. WJSO	3. WFHG	3. WKPT-F	3. WJCW	3. WKPT-F	3. WFHG
WQUT-F	4. WKPT-F	4. WFHG	4. WFHG	4. WGOC	4. WKPT-F

OTHER RATED STATIONS/METRO SHARE

WABN-F	92.7	Abingdon, VA	2.3	WMCH	1260	Church Hill, TN	1.0
WBBI	1230	Abingdon, VA	2.3	WOPI	1490	Bristol	.7
WBCV	1550	Bristol	.9	WRGS	1370	Rogersville,TN	1.6
WBEJ	1240	Elizabethton, TN	2.8	WZAP	690	Bristol	2.6
WEMB	1420	Erwin, TN	1.6	WIMZ-F	103.5	Knoxville	1.4
WGAT	1050	Gate City, VA	.9	WIVK-F	107.7	Knoxville	1.6
WIDO	1520	Elizabethton	1.0	WOFM-F	94.9	Greenville, TN	.5
WIDD-F	99.3	Elizabethton	1.0				

FORMATS	AM	FM	TOTAL	%
COUNTRY	112 (7)	86 (3)	198 (10)	36.9
ROCK/AOR/CONTEMP	90 (3)	69 (3)	159 (6)	29.6
MOR/AC	94 (5)		94 (5)	17.5
BTFL MUSIC		52 (1)	52 (1)	9.7
RELIGION	23 (1)	6 (1)	29 (2)	5.4
UNKNOWN	5 (1)		5 (1)	0.9
			537 (25)	

RADIO STATIONS

WETB, 790, 5 KW (DAYS) , ROCK , $ 6.00 (Carpenter)
WFHG, 980, 5 KW/1 KW (DA-N), AC , $18.50 (Mc-Guild) Nininger
WGOC, 1090, 1 KW (DAYS,DA) , RELIGION , $11.00 (----)
WJCW, 910, 5 KW/1 KW (DA-N), COUNTRY , $19.25 (HR/Stone)
WJSO, 1590, 5 KW (DAYS) , CONTEMP , $ 8.50 (PRO)
WKIN, 1320, 5 KW (DAYS) , ROCK , $17.00 (Torbet) Bahakel
WKPT, 1400, 1 KW/250 W , CONTEMP/AC , $17.40 (Buckley)
WZAP, 690, 10 KW , COUNTRY , $12.00 (PRO)

WKPT-F, 98.5, 100 KW @ 1260, BTFL MUS (Bonne) , $20.30 (Buckley)
WQUT-F, 101.5, 100 KW @ 1500, AOR , $19.25 (HR/Stone)
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY , $18.50 (Mc-Guild) Nininger

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

JOHNSTOWN, PA

Market # 140
Revenue Rank # 170
Income Rank # 148
APR 16.4
SMSA Pop: 273,300
CSI: 2.0 Bil (# 142)

Revenue : $2,458,049
Income : $ 101,306
% Rev Gain: +15.1
Stations: 23/15
Diaries: 641/426:1
CSI HH: 20.0 M (# 212)

National Rev: $237,446
Nat Rev per Cap: $ .87
Tot Rev per Cap: $8.99
Tot Inc per Cap: $ .37
Profit Margin: 4.1%
Retail $: 1.0 Bil (# 160)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WJAC	42/11.6	14.8	9.3
2. WJAC-F	40/11.0	9.7	8.2
3. WCRO	29/ 8.0	10.3	14.6
WJNL-F	29/ 8.0	6.1	9.3
5. WJNL	27/ 7.5	5.3	6.2
6. WVSC-F+	25/ 6.9	4.7	3.9
7. WWBR	24/ 6.6	4.2	7.9
8. WGLU-F	19/ 5.2	---	---
WIYQ-F	19/ 5.2	6.7	4.2
10. WNCC	13/ 3.6	2.5	2.5

12+ TSA 1/4	
1. WJAC	48
2. WJAC-F	43
3. WJNL-F	33
4. WCRO	29
5. WDVE-F	28
6. WJNL	27
7. KDKA	26
8. WVSC-F+	25
9. WWBR	24
10. WIYQ-F	20

12+ TSA CUME/MSA CUME RAT	
1. WJAC	687/28.0
2. WJAC-F	631/24.8
3. WJNL-F	603/24.3
4. KDKA	538/ 7.1
5. WCRO	494/21.5
6. WDVE-F	479/11.9
7. WJNL	444/19.4
8. WWSW-F	351/10.2
9. WGLU-F	336/15.0
10. WVSC-F+	334/14.7

12+ FM SHARE (METRO): 50.73% (173 of 341) (A/M 80: 48.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCRO	1. WCRO	1. WCRO	1. WJAC	1. WJAC	1. WJAC
2. WGLU-F	2. WGLU-F	2. WJAC	2. WJAC-F	WJAC-F	2. WJNL
3. WDVE-F	3. WJNL-F	3. WJAC-F	3. WCRO	3. WWBR	3. WVSC-F+

OTHER RATED STATIONS/METRO SHARE

WAMQ	1400	Loretto	2.2
WWZE-F	101.7	Central City	1.7
KDKA	1020	Pittsburgh	.8
WDVE-F	102.5	Pittsburgh	3.3
WEEP	1080	Pittsburgh	.6
WFBG	1290	Altoona	2.2
WFRB-F+	105.3	Frostburg,MD	1.9
WPNT-F	92.9	Pittsburgh	1.4
WWSW-F	94.5	Pittsburgh	3.0
WKKX-F	96.1	Pittsburgh	2.2
WYDD-F	104.7	Pittsburgh	1.1

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	37 (2)	83 (6)	120 (8)	35.2
COUNTRY	80 (5)	39 (3)	119 (8)	34.9
MOR/AC	51 (4)		51 (4)	15.0
BTFL MUSIC		45 (2)	45 (2)	13.2
UNKNOWN		6 (1)	6 (1)	1.8
			341 (23)	

RADIO STATIONS

WCRO, 1230, 1 KW/250 W , ROCK ABC-C, $19.50 (HR/Stone)
WJAC, 850, 10 KW (DA-1), COUNTRY NBC, $23.20 (Torbet) John Trib-Dem
WJNL, 1490, 1 KW/250 W , MOR CBS, $14.00 (PRO)
WNCC, 950, 500 W (DAYS), MOR ABC-E, $ 6.80 (Savalli) (BARNESBORO)
WWBR, 1350, 2.5 KW (DAYS),COUNTRY ABC-E, $ 7.50 (----) (WINDBER)

WGLU-F, 92.1, 175 W @ 1000, ROCK Source, $12.00 (Buckley)
WIYQ-F, 99.1, 50 KW @ 500, COUNTRY , $ 5.00 (P/W) (EDENSBURG)
WJAC-F, 95.5, 57 KW @ 1060, BTFL MUS (FM-100) , $17.40 (Torbet) John Trib-Dem
WJNL-F, 96.5, 50 KW @ 100, CONTEMP , $14.00 (PRO)
WVSC-F+, 97.7, 3 KW @ 270, COUNTRY/MOR ABC-I, $ 9.00 (Regional) (SOMERSET)

OTHER STATIONS - See Pittsburgh

TV STATIONS

See Altoona

NEWSPAPER

Johnstown Tribune-Democrat M 56,777

KALAMAZOO

Market # 137	Revenue : $3,052,908	National Rev: $441,105
Revenue Rank # 141	Income : $ 31,606	Nat Rev per Cap: $1.60
Income Rank # 172	% Rev Gain: -2.0	Tot Rev per Cap: $11.80
APR 16.8	Stations: 17/7	Tot Inc per Cap: $ .11
SMSA Pop: 277,300	Diaries: 592/468:1	Profit Margin: 1.0%
CSI: 2.0 Bil (# 141)	CSI HH: 19.9 M (# 218)	Retail $: 1.2 Bil (# 136)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WKFR-F	50/12.9	12.1	11.1	9.9	7.1	1. WKFR-F	55	1. WKZO	902/30.6
2. WKZO	45/11.6	15.9	16.3	13.5	13.6	WKZO	55	2. WGRD-F	795/22.1
3. WQLR-F	39/10.1	9.2	6.4	7.9	10.5	3. WGRD-F	49	3. WKFR-F	677/24.2
4. WGRD-F	31/ 8.0	6.6	8.7	7.9	8.3	4. WQLR-F	47	4. WKMI	665/26.9
5. WKMI	29/ 7.5	6.1	12.8	9.6	12.0	5. WOOD-F	43	5. WOOD-F	557/15.7
WOOD-F	29/ 7.5	6.9	5.8	9.6	7.4	6. WJFM-F	37	6. WQLR-F	552/18.8
7. WNWN-F	27/ 7.0	4.9	3.2	2.3	---	WNWN-F	37	7. WJFM-F	505/15.4
8. WJFM-F	21/ 5.4	4.6	4.4	3.3	.9	8. WKMI	31	8. WLAV-F	464/12.5
9. WLAV-F	17/ 4.4	4.3	7.0	5.3	4.3	9. WLAV-F	30	9. WNWN-F	460/13.4
10. WBUK	14/ 3.6	1.2	2.9	5.0	2.8	10. WNDU-F	21	10. WMAQ	328/ 8.5

12+ FM SHARE (METRO): 62.90% (217 of 345) (A/M 80: 53.57%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WKFR-F	1. WKFR-F	1. WQLR-F	1. WKZO	1. WKZO
2. WKFR-F	2. WGRD-F	2. WQLR-F	WKFR-F	2. WQLR-F	2. WQLR-F
	3. WKMI	3. WKMI	WNWN-F	3. WOOD-F	3. WJFM-F
		WNWN-F			

OTHER RATED STATIONS/METRO SHARE

WJOR	940	South Haven	1.3	WLS	890	Chicago	1.0
WKPR	1420		3.4	WMAQ	670	Chicago	2.8
WOAM	980	Otsego	1.3	WNDU-F	92.9	South Bend	.8
WGN	720	Chicago	.5				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (2)	101 (4)	134 (6)	38.8
MOR/AC	66 (4)	21 (1)	87 (5)	25.2
BTFL MUSIC		68 (2)	68 (2)	19.7
COUNTRY	11 (1)	27 (1)	38 (2)	11.0
RELIGION	13 (1)		13 (1)	3.8
BIG BAND	5 (1)		5 (1)	1.4
			345 (17)	

RADIO STATIONS

WBUK, 1560, 1 KW (DAYS), OLDIES	ABC-E, $13.00	(PRO)	MacVay
WKMI, 1360, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, $33.75	(Mc-Guild)	
WKZO, 590, 5 KW (DA-N), MOR	CBS, $30.75	(Buckley)	Fetzer
WQLR-F, 106.5, 33 KW @ 600, BTFL MUS (KalaMusic)	, $20.00	(Masla)	Fairfield
WKFR-F, 103.3, 50 KW @ 370, CONTEMP (Drake-Chen)	RKO, $35.25	(HR/Stone)	(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500, COUNTRY	, $15.16	(Howard)	(COLDWATER)

WMAQ - See Chicago WNDU-F - See South Bend

Other Stations - See Grand Rapids

TV, ADI, NEWSPAPER INFO - SEE GRAND RAPIDS

KANSAS CITY

Market # 29; ADI # 25
Revenue Rank # 24
Income Rank # 21
APR 16.0
SMSA Pop: 1,344,100
CSI: 11.9 Bil (# 27)

Revenue : $19,046,700
Income : $ 2,278,397
% Rev Gain: +8.4
Stations: 22/20
Diaries: 1256/1070:1
CSI HH: 23.6 M (# 54)

National Rev: $5,477,443
Nat Rev per Cap: $4.11
Tot Rev per Cap: $14.28
Tot Inc per Cap: $1.71
Profit Margin: 12.0%
Retail $: 6.4 Bil (# 27)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WDAF	240/13.8	11.4	12.0	11.9	8.8
2. WHB	166/ 9.5	9.1	8.6	6.0	4.8
3. KMBR-F	157/ 9.0	6.9	8.1	9.3	9.4
4. KYYS-F	156/ 9.0	10.3	10.2	12.7	10.3
5. KMBZ	152/ 8.7	8.8	10.8	8.9	16.8
6. KCEZ-F	133/ 7.6	7.8	6.0	7.8	7.9
7. KPRS-F	131/ 7.5	6.2	6.8	5.8	4.3
8. KUDL-F	104/ 6.0	8.1	5.2	3.5	3.2
9. KBEQ-F	102/ 5.9	6.8	4.6	6.5	7.9
10. KCMO	99/ 5.7	6.0	4.1	6.2	4.6
11. KCKN-F	64/ 3.7	2.7	4.0	3.6	3.5

12+ TSA 1/4	
1. WDAF	591
2. WHB	274
3. KYYS-F	230
4. KMBR-F	186
5. KCEZ-F	169
6. KMBZ	162
7. KPRS-F	158
8. KCMO	155
9. KBEQ-F	138
10. KUDL-F	125
11. KCKN-F	78

12+ TSA CUME/MSA CUME RAT	
1. WDAF	7025/23.5
2. WHB	4499/23.6
3. KYYS-F	3337/20.3
4. KCMO	3297/17.4
5. KMBZ	2839/22.1
6. KBEQ-F	2249/16.5
7. KMBR-F	2235/17.0
8. KUDL-F	2025/16.5
9. KCEZ-F	1969/13.5
10. KCKN-F	1355/10.0
11. KPRS-F	1234/ 9.9

12+ FM SHARE (METRO): 54.46% (909 of 1669) (A/M 80: 52.35%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYS-F	1. WHB	1. WHB	1. WDAF	1. WDAF	1. WDAF
2. KBEQ-F	2. KYYS-F	2. WDAF	2. WHB	2. KMBR-F	2. WHB
KPRS-F	3. KBEQ-F	3. KPRS-F	3. KMBR-F	3. KCEZ-F	3. KYYS-F
4. WHB	KPRS-F	4. KYYS-F	4. KMBZ	4. KMBZ	4. KMBR-F
	KUDL-F	5. KUDL-F	5. KUDL-F	5. KCMO	5. KMBZ

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	185 (2)	397 (6)	582 (8)	34.9
COUNTRY	257 (2)	72 (2)	329 (4)	19.7
BTFL MUSIC		290 (2)	290 (2)	17.4
BLACK/URBAN	34 (1)	131 (1)	165 (2)	9.9
MOR/AC	152 (1)		152 (1)	9.1
NEWS/TALK	110 (2)		110 (2)	6.6
RELIGION	22 (2)		22 (2)	1.3
CLASSICAL		19 (1)	19 (1)	1.1
			1669 (22)	

KANSAS CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WDAF	1. WDAF	1. WDAF
2. KYYS-F	2. WHB	2. WHB
3. WHB	3. KYYS-F	3. KYYS-F
4. KMBR-F	4. KMBZ	4. KPRS-F
5. KCEZ-F	5. KCMO	5. KMBZ
6. KMBZ	6. KMBR-F	6. KCEZ-F
7. KPRS-F	7. KBEQ-F	7. KCKN-F
8. KBEQ-F	8. KUDL-F	8. KMBR-F
9. KUDL-F	9. KCEZ-F	9. KCMO
10. KCMO	10. KCKN-F	10. KBEQ-F
11. KCKN-F	11. KPRS-F	
12. WIBW-F	12. KSAS-F	
13. KSAS-F	13. KJLA	
14. KPRT	14. WIBW-F	
15. KFEQ	15. KXTR-F	

OTHER RATED STATIONS/METRO SHARE

KBEA	1480	Mission	.6
KCCV	1510	Independence	.4
KCKN	1340		1.0
KEXS	1090	Excelsior Spgs	.9
KJLA	1190		1.1
KPRT	1590		2.0
KSAS-F	106.5		1.0
KWKI-F	93.3		.4
KXTR-F	96.5		1.1
KLZR-F	105.9	Lawrence	.6
KTRO-F	98.9	Leavenworth	.5

ADI FM SHARE: 53.27% (1262 of 2369) (A/M 80: 48.52%)

AM STATIONS

KCMO, 810, 50 KW/10 KW (DA-N), NEWS/TALK — CBS,MBS, $ 64.00 (MMR) Meredith
KMBZ, 980, 5 KW (DA-N), MOR — NBC, $ 80.00 (Torbet) Bonneville
KPRT, 1500, 1 KW (DAYS), RELIG/BLACK — SBN, $ 50.00 (Howard)

WDAF, 610, 5 KW, COUNTRY — , $115.00 (Katz) Taft
WHB , 710, 10 KW/5 KW (DA-2), CONTEMP — , $ 85.00 (Blair) Storz

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, ROCK — ABC-C, $ 60.50 (Christal) Mariner
KCEZ-F, 94.9, 100 KW @ 1057, BTFL MUS (Schulke) — , $ 50.00 (MMR) Meredith
KCKN-F, 94.1, 100 KW @ 465, COUNTRY (Burk-Abr) — , $ 36.13 (Mc-Guild) Albritton
KMBR-F, 99.7, 100 KW @ 950, BTFL MUS (Bonne) — , $ 60.00 (Torbet) Bonneville
KPRS-F, 103.3, 100 KW @ 450, BLACK — NBN, $ 57.00 (Howard)

KSAS-F, 106.5, 100 KW @ 880, AOR — RKO, $ 19.13 (CBS/FM)
KUDL-F, 98.1, 100 KW @ 250, SOFT ROCK (TM) — ABC-F, $ 62.50 (Selcom) Shamrock
WXTR-F, 96.5, 100 KW @ 546, CLASSICAL — , $ 17.00 (CMBS)
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abr) — , $120.00 (Katz) Taft

WIBW-F - See Topeka

TV STATIONS

KBMA	Kansas City	41	IND, Scripps-Howard
KCMO	Kansas City	5	CBS, Meredith
KMBC	Kansas City	9	ABC, Metromedia
WDAF	Kansas City	4	NBC, Taft

NEWSPAPERS

Kansas City Star	E	271,833, Capital Cities
Kansas City Times	M	295,426, Capital Cities

KNOXVILLE

Market # 85
Revenue Rank # 78
Income Rank # 113
APR 17.4
SMSA Pop: 484,500
CSI: 3.4 Bil (# 91)

Revenue : $6,043,223
Income : $ 230,805
% Rev Gain: -3.7
Stations: 18/15
Diaries: 695/697:1
CSI HH: 19.3 M (# 246)

National Rev: $1,270,026
Nat Rev per Cap: $2.74
Tot Rev per Cap: $13.02
Tot Inc per Cap: $ .50
Profit Margin: 3.8%
Retail $: 2.2 Bil (# 80)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. WIVK-F	196/28.0	20.4	19.7	20.9	16.6
2. WEZK-F	115/16.4	16.7	19.9	16.4	18.4
3. WIMZ-F	57/ 8.1	7.0	6.1	6.3	4.6
4. WOKI-F	55/ 7.8	11.5	8.3	7.7	5.7
5. WRJZ	53/ 7.6	8.2	10.5	9.9	14.8
6. WIVK	48/ 6.8	8.8	9.9	8.5	10.6
7. WNOX	45/ 6.4	8.4	7.1	11.9	12.0
8. WGAP	23/ 3.3	1.7	2.9	2.7	3.6
9. WHEL	20/ 2.9	1.4	1.9	1.4	1.5
10. WMYU-F	13/ 1.9	---	---	---	---

12+ TSA	1/4
1. WIVK-F	355
2. WOKI-F	281
3. WEZK-F	171
4. WIMZ-F	95
5. WIVK	73
6. WRJZ	69
7. WNOX	64
8. WHEL	26
9. WMYU-F	24
10. WGAP	23

12+ TSA CUME/MSA CUME RAT	
1. WOKI-F	3302/22.8
2. WIVK-F	2952/37.8
3. WEZK-F	1695/25.7
4. WNOX	1311/23.1
5. WRJZ	1290/23.0
6. WIMZ-F	1234/16.1
7. WIVK	1229/19.1
8. WHEL	398/ 8.2
9. WMYU-F	352/ 5.2
10. WKGN	266/ 6.6

12+ FM SHARE (METRO): 66.92% (445 of 665) (A/M 80: 59.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOKI-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F+
2. WNOX	2. WIMZ-F	2. WEZK-F	2. WEZK-F	2. WEZK-F	2. WOKI-F
3. WIMZ-F	3. WRJZ	3. WIMZ-F	3. WRJZ		3. WEZK-F
4. WRJZ	4. WOKI-F	4. WRJZ	4. WIVK		4. WRJZ

OTHER RATED STATIONS/METRO SHARE

WATO	1290	Oak Ridge	.6	WKXV	900		.6
WBMK	1430		1.0	WSKT	1580		.7
WITA	1490		.4	WYSH-F+	104.9	Clinton	1.6
KGN	1340		.9				

FORMATS	AM	FM	TOTAL	%
COUNTRY	73 (3)	205 (2)	278 (5)	41.8
ROCK/AOR/CONTEMP	98 (2)	125 (3)	223 (5)	33.5
BTFL MUSIC		115 (1)	115 (1)	17.3
BIG BAND	20 (1)		20 (1)	3.0
RELIGION	12 (3)		12 (3)	1.8
BLACK	7 (1)		7 (1)	1.1
			665 (18)	

RADIO STATIONS

WGAP, 1400, 1 KW/250 W , COUNTRY , $ 7.50 (Midsouth) (MARYVILLE)
WHEL, 1240, 1 KW/250 W , BIG BAND/NOST (Al Ham) CBS,MBS, $13.00 (Katz) Stoner
WIVK, 850, 50 KW (DAYS,DA), COUNTRY ABC-E, $27.00 (Torbet) Dick
WNOX, 990, 10 KW (DA-N) , ROCK ABC-C, $25.00 (Blair) Scripps-Howard
WRJZ, 620, 5 KW (DA-N) , CONTEMP , $35.00 (Mc-Guild) Basic Media

WEZK-F, 97.5, 100 KW @ 1250, BTFL MUS (Bonne) , $50.00 (Selcom) South Central
WIMZ-F, 103.5, 100 KW @ 1800, AOR (Burk-Abr) Source, $24.50 (Katz) Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY ABC-E, $27.00 (Torbet) Dick
WOKI-F, 100.3, 100 KW @ 2000, ROCK MBS, $33.50 (Buckley) (OAK RIDGE)
WMYU-F, 102.1, 22 KW @ 383, CONTEMP (?) , $ 7.60 (----) (SEVIERVILLE)

TV STATIONS

WATE	Knoxville	6	ABC, Nationwide
WBIR	Knoxville	10	CBS, Multimedia
WTVK	Knoxville	26	NBC, South Central

NEWSPAPERS			
	Knoxville Journal	M	56,908, Gannett
	Knoxville News-Sentinel	E	102,488, Scripps-Howard

LAFAYETTE, LA

Market # 213
Revenue Rank # 169
Income Rank # 85
APR 12.7
SMSA Pop: 146,700
CSI: 1.1 Bil (# 211)

Revenue : $2,476,293
Income : $ 420,400
% Rev Gain: +21.2
Stations: 11/5
Diaries: 618/237:1
CSI HH: 23.2 M (# 71)

National Rev: $619,409
Nat Rev per Cap: $4.22
Tot Rev per Cap: $16.88
Tot Inc per Cap: $2.87
Profit Margin: 17.0%
Retail $: .8 Bil (# 181)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KVOL	32/21.3	29.0	23.6
2. KSMB-F	24/16.0	12.9	14.6
3. KTDY-F	20/13.3	9.1	19.7
KXKW	20/13.3	11.3	12.1
5. KPEL	14/ 9.3	8.6	8.9
6. KASC-F	11/ 7.3	5.9	5.1
7. KDEA-F	6/ 4.0	5.4	3.2
8. WAFB-F	4/ 2.7	1.6	3.8
9. KTIZ-F	3/ 2.0	---	---
10. KAJN-F	2/ 1.3	.5	.6

12+ TSA 1/4	
1. WSMB-F	78
2. KTDY-F	66
3. KVOL	55
4. KASC-F	43
5. KXKW	30
KDEA-F	30
7. WAFB-F	29
8. KTIZ-F	28
9. KPEL	18
10. KROF	17

12+ TSA CUME/MSA CUME RAT	
1. WTDY-F	925/23.2
2. KVOL	853/32.2
3. KSMB-F	628/19.7
4. WAFB-F	476/ 6.3
5. KXKW	468/19.3
6. KASC-F	413/12.2
7. KDEA-F	390/ 9.2
8. KROF	358/ 3.7
9. KTIZ-F	278/ 4.6
10. KPEL	250/15.9

12+ FM SHARE (METRO): 51.09% (70 of 137) (A/M 80: 40.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KVOL	1. KSMB-F	1. KVOL	1. KXKW	1. KVOL	1. KSMB-F
KSMB-F	2. KTDY-F	2. KSMB-F	2. KVOL	KXKW	2. KVOL
3. KTDY-F	3. KVOL	3. KTDY-F	3. KTDY-F	3. KPEL	3. KASC-F

OTHER RATED STATIONS/METRO SHARE

KROF	960	Abbeville	.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (2)	48 (3)	81 (5)	59.1
COUNTRY	20 (1)	11 (1)	31 (2)	22.6
MOR/AC	14 (1)		14 (1)	10.4
BTFL MUSIC		6 (1)	6 (1)	4.4
BLACK		3 (1)	3 (1)	2.2
RELIGION		2 (1)	2 (1)	1.5
			137 (11)	

RADIO STATIONS

KPEL, 1420, 1 KW/500 W (DA-N), AC (Century 21) ABC-I,CBS, $17.00 (HR/Stone)
KVOL, 1330, 5 KW/1 KW (DA-N), CONTEMP NBC, $19.00 (Mc-Guild) Kirk
KXKW, 1520, 10 KW (DAYS,DA), COUNTRY , $16.50 (Torbet)
KROF, 960, 1 KW (DAYS), CONTEMP (?) , $ 6.80 (----) (ABBEVILLE)

KSMB-F, 94.5, 56 KW @ 400, AOR (Burk-Abr) , $20.00 (Masla)
KTDY-F, 99.9, 100 KW @ 500, ROCK , $18.25 (HR/Stone)
KAJN-F, 102.9, 100 KW @ ? ?, RELIGION , $ 8.00 (Miller) (CROWLEY)
KASC-F, 104.9, 3 KW @ 255, COUNTRY MBS, $ 9.25 (----) (ABBEVILLE)
KDEA-F, 99.1, 50 KW @ 441, BTFL MUS (KalaMusic) , $10.00 (Midsouth) (NEW IBERIA)
KTIZ-F, 96.9, 100 KW @ 850, BLACK NBN, $ 9.75 (HR/Stone) (ALEXANDRIA)

WAFB-F - See Baton Rouge

TV STATIONS

KATC	Lafayette	3	ABC
KLFY	Lafayette	10	CBS
KADN	Lafayette	15	IND

NEWSPAPERS

Lafayette Advertiser	E	29,140
New Iberia Iberian	E	15,830

LAKELAND

Market # 124
Revenue Rank # 142
Income Rank # 246
APR 15.3
SMSA Pop: 311,500
CSI: 2.0 Bil (# 138)

Revenue : $3,046,994
Income : $ -531,668
% Rev Gain: +7.3
Stations: 22/11
Diaries: 560/556;1
CSI HH: 17.9 M (# 298)

National Rev: $503,767
Nat Rev per Cap: $1.62
Tot Rev per Cap: $9.78
Tot Inc per Cap: $-1.71
Profit Margin: ---
Retail $: 1.6 Bil (# 110)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WGTO	53/12.8	9.4	8.9
WPCV-F	53/12.8	8.6	8.6
3. WVFM-F	40/ 9.6	12.8	12.4
4. WRBQ-F	34/ 8.2	6.5	12.1
5. WTMP	30/ 7.2	---	1.4
6. WYNF-F	26/ 6.3	4.9	---
7. WFLA-F	19/ 4.6	3.9	6.3
8. WONN	18/ 4.3	3.9	5.7
9. WSUN	12/ 2.9	2.3	2.0
10. WSIR	8/ 1.9	1.3	1.1

12+ TSA 1/4	
1. WGTO	65
2. WPCV-F	63
3. WVFM-F	43
4. WYNF-F	42
5. WRBQ-F	40
6. WFLA-F	31
7. WTMP	30
8. WDBO-F	19
9. WONN	18
WSUN	18

12+ TSA CUME/MSA CUME RAT	
1. WPCV-F	731/20.9
2. WGTO	669/19.1
3. WRBQ-F	641/20.3
4. WYNF-F	500/15.3
5. WVFM-F	446/15.1
6. WFLA-F	393/ 9.7
7. WONN	325/12.0
8. WSUN	322/ 9.2
9. WQYK-F	242/ 6.4
10. WDBO-F	240/ 4.6

12+ FM SHARE (METRO): 59.65% (207 of 347) (A/M 80: 68.44%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRBQ-F	1. WYNF-F	1. WGTO	1. WGTO	1. WGTO	1. WGTO
2. WPCV-F	2. WGTO	2. WPCV-F	2. WPCV-F	2. WPCV-F	2. WPCV-F
	WRBQ-F	3. WRBQ-F	3. WRBQ-F	3. WVFM-F	3. WRBQ-F

OTHER RATED STATIONS/METRO SHARE

WIPC	1280	Lake Wales	.5	WHLY-F	106.7	Leesburg	1.7
WPUL	1130	Bartow	1.4	WINQ	1010	Tampa	.5
WQPD	1430		1.0	WJYO-F	107.7	Mt. Dora	1.2
WWAB	1130		1.2	WJYW-F	100.7	Tampa	1.4
WCKX-F	95.7	Clearwater	1.2	WQXM-F	97.9	Tampa	1.2
WDBO-F	92.3	Orlando	.5	WQYK-F	99.5	Tampa	1.2

FORMATS

	AM	FM	TOTAL	%
COUNTRY	71 (3)	58 (2)	129 (5)	37.2
ROCK/AOR/CONTEMP	4 (1)	70 (4)	74 (5)	21.3
BTFL MUSIC	2 (1)	72 (5)	74 (6)	21.3
BLACK	35 (2)		35 (2)	10.0
MOR/AC	26 (2)	7 (1)	33 (3)	9.5
RELIGION	2 (1)		2 (1)	0.6
			347 (22)	

RADIO STATIONS

WGTO, 540, 50 KW/1 KW (DA-2), COUNTRY ABC-E, $16.00 (Christal) Landmark
WONN, 1230, 1 KW/250 W , AC NBC, $10.00 (PRO)
WSIR, 1490, 1 KW/250 W , MOR/TALK CBS, $10.00 (Smith)

WPCV-F, 97.5, 100 KW @ 499, COUNTRY (Drake-Chen) ABC-E, $18.25 (PRO)
WVFM-F, 94.1, 100 KW @ 390, BTFL MUS , $19.25 (Torbet)

FOR OTHER STATIONS SEE TAMPA AND ORLANDO

NEWSPAPERS

Lakeland Ledger M 46,756, New York Times

LANCASTER

Market # 110
Revenue Rank # 158
Income Rank # 102
APR 15.0
SMSA Pop: 362,100
CSI: 2.8 Bil (# 105)

Revenue : $2,664,542
Income : $ 283,619
% Rev Gain: +2.0
Stations: 28/9
Diaries: 655/553:1
CSI HH: 22.5 M (# 98)

National Rev: $817,844
Nat Rev per Cap: $2.30
Tot Rev per Cap: $7.50
Tot Inc per Cap: $ .80
Profit Margin: 10.6%
Retail $: 1.5 Bil (# 115)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79
1. WLAN-F	73/16.3	12.5	6.6	3.6
2. WNCE-F	37/ 8.3	9.9	10.9	8.3
3. WRKZ-F	34/ 7.6	7.1	5.0	.5
4. WSBA-F	30/ 6.7	10.6	5.9	6.5
5. WIOV-F	25/ 5.6	8.5	6.8	14.9
6. WDAC-F	24/ 5.4	6.9	6.6	5.4
7. WIOQ-F	22/ 4.9	---	---	---
WSBA	22/ 4.9	4.3	5.9	7.2
9. WQXA-F	20/ 4.5	7.3	10.5	11.0
10. WLAN	18/ 4.0	2.6	5.0	5.9

12+ TSA 1/4	
1. WRKZ-F	112
2. WQXA-F	88
3. WLAN-F	81
4. WNCE-F	77
WSBA	77
6. WSBA-F	72
7. WTPA-F	45
8. WYCR-F	37
9. WIOV-F	34
10. WDAC-F	31

12+ TSA CUME/MSA CUME RAT	
1. WQXA-F	1431/14.1
2. WSBA	1208/10.7
3. WRKZ-F	1197/13.0
4. WLAN-F	1080/28.7
5. WSBA-F	922/14.6
6. WNCE-F	899/16.3
7. WYCR-F	812/ 8.1
8. WLAN	622/19.6
9. WIOV-F	522/11.2
10. WTPA-F	484/ 5.1

12+ FM SHARE (METRO): 79.21% (320 of 404) (A/M 80: 76.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 54	12+ TSA AMD
1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WNCE-F	1. WSBA
	2. WQXA-F	2. WRKZ-F	2. WRKZ-F	2. WSBA-F	2. WRKZ-F
	3. WRKZ-F	3. WNCE-F	3. WNCE-F	3. WIOQ-F	3. WSBA-F

OTHER RATED STATIONS/METRO SHARE

WGSA	1310	Ephrata	3.6	KYW	1060	Philadelphia	1.8
WLPA	1490		2.2	WBYO-F	107.5	Boyertown	.4
WGCB-F	96.1	Red Lion	.7	WEEU	850	Reading	.4
WHP	580	Harrisburg	.7	WHUM	1240	Reading	.7
WSFM-F	99.3	Harrisburg	.4	WJBR-F	99.5	Wilmington	.7
WTPA-F	104.1	Harrisburg	2.7	WMGK-F	102.9	Philadelphia	.4
WUFM-F	100.1	Lebanon	.9	WRFY-F	102.5	Reading	1.3
WVLV	940	Lebanon	.4	WWSH-F	106.1	Philadelphia	1.1
WYCR-F	98.5	York	2.5	WYSP-F	94.1	Philadelphia	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (1)	157 (10)	175 (11)	43.3
BTFL MUSIC		75 (4)	75 (4)	18.6
COUNTRY	5 (2)	59 (2)	64 (4)	15.8
MOR/AC	53 (5)		53 (5)	13.1
RELIGION		29 (3)	29 (3)	7.2
NEWS/TALK	8 (1)		8 (1)	2.0
			404 (28)	

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), CONTEMP/AC MBS,ABC-C, $16.50 (Masla)

WDAC-F, 94.5, 50 KW @ 500, RELIGION , $ 9.50 (----) Crawford
WIOV-F, 105.1, 50 KW @ 500, COUNTRY ABC-E, $16.75 (Buckley)
WLAN-F, 96.9, 50 KW @ 500, ROCK ABC-F, $26.00 (Masla)
WNCE-F, 101.3, 5.5 KW @ 1293, BTFL MUS (FM-100) , $25.00 (Mc-Guild) Hall
WRKZ-F, 106.7, 20 KW @ 500, COUNTRY , $42.50 (Mc-Guild) (ELIZABETHTOWN

For other stations - See Harrisburg and York

FOR ADI, TV AND NEWSPAPER INFO - SEE HARRISBURG

LANSING

Market # 90
Revenue Rank # 92
Income Rank # 47
APR 15.8
SMSA Pop: 471,200
CSI: 3.8 Bil (# 87)

Revenue : $5,133,427
Income : $ 966,054
% Rev Gain: +5.0
Stations: 25/14
Diaries: 776/607:1
CSI HH: 23.2 M (# 70)

National Rev: $785,412
Nat Rev per Cap: $1.68
Tot Rev per Cap: $10.99
Tot Inc per Cap: $2.07
Profit Margin: 18.8%
Retail $: 2.0 Bil (# 90)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WITL-F	76/12.4	11.1	10.2	10.2	9.1
2. WFMK-F	67/11.0	15.6	13.5	14.0	9.6
3. WJXQ-F	61/10.0	---	---	---	---
4. WJR	49/ 8.0	6.8	5.9	7.4	7.1
5. WJIM-F	42/ 6.9	10.4	7.3	6.4	6.8
6. WILS-F	41/ 6.7	9.1	14.4	9.3	9.6
7. WVIC-F	34/ 5.6	11.8	11.6	10.7	11.4
8. WOOD-F	23/ 3.8	3.1	3.4	5.0	3.0
9. WJIM	19/ 3.1	4.3	3.3	4.3	3.7
10. WILS	18/ 2.9	2.1	3.3	6.0	4.3

12+ TSA 1/4	
1. WJR	121
2. WJXQ-F	107
3. WFMK-F	95
4. WITL-F	92
5. WRIF-F	50
6. WJIM-F	46
7. WILS-F	43
WVIC-F	43
9. WOOD-F	24
10. WILS	19

12+ TSA CUME/MSA CUME RAT	
1. WJR	1520/16.8
2. WFMK-F	1363/24.9
3. WJXQ-F	1541/20.8
4. WITL-F	1145/22.0
5. WVIC-F	980/22.0
6. WJIM-F	660/14.4
7. WILS-F	657/16.1
8. WRIF-F	606/ 3.3
9. WJIM	453/11.1
10. WVIC	359/ 7.8

12+ FM SHARE (METRO): 76.71% (415 of 541) (A/M 80: 79.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVIC-F	1. WFMK-F	1. WFMK-F	1. WITL-F	1. WITL-F	1. WJR
2. WJXQ-F	2. WJXQ-F	2. WJXQ-F	2. WFMK-F	2. WJIM-F	2. WITL-F
	3. WILS-F	3. WITL-F	3. WJR	3. WJR	3. WFMK-F
	4. WVIC-F	4. WILS-F	4. WJIM-F	4. WOOD-F	4. WJXQ-F

OTHER RATED STATIONS/METRO SHARE

WGWY	1390	Charlotte	.7
WION	1430	Ionia	1.1
WITL	1010		2.0
WVIC	730		2.8
WCUZ-F	101.1	Grand Rapids	2.1
WGER-F	102.5	Bay City	.7
WGRD-F	97.9	Grand Rapids	1.0
WJFM-F	93.7	Grand Rapids	.7
WJR-F	96.3	Detroit	.5
WLAV-F	96.9	Grand Rapids	1.8
WPLB-F	107.3	Greenville	1.0
WQLR-F	106.5	Kalamazoo	1.0
WRIF-F	101.1	Detroit	1.3
WWWW-F	106.7	Detroit	.8
WZZR-F	95.7	Grand Rapids	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		237 (9)	237 (9)	43.8
COUNTRY	12 (1)	100 (4)	112 (5)	20.7
MOR/AC	97 (5)		97 (5)	17.9
BTFL MUSIC		78 (5)	78 (5)	14.4
BLACK	17 (1)		17 (1)	3.1
			541 (25)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), MOR	CBS, $15.60	(Torbet)	
WITL, 1010, 500 W (DAYS,DA) , COUNTRY	, $18.88	(Mc-Guild)	Midwest Family
WJIM, 1240, 1 KW/250 W , MOR	, $11.00	(PRO)	Gross
WVIC, 730, 500 W (DAYS,DA) , BLACK	, $ 8.00	(Buckley)	
WFMK-F, 99.1, 110 KW @ 600, SOFT ROCK	RKO, $39.00	(Selcom)	Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr)	, $18.80	(Torbet)	
WITL-F, 100.7, 55 KW @ 378, COUNTRY	, $32.09	(Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)	, $13.00	(PRO)	Gross
WVIC-F, 94.9, 49 KW @ 500, ROCK	, $22.59	(Buckley)	
WJXQ-F, 106.1, 50 KW @ 500, AOR	, $19.50	(Christal)	Patten (JACKSON)

WJR, WRIF-F - See Detroit WOOD-F - See Grand Rapids

TV STATIONS WJIM Lansing 6 CBS, Gross WILX Jackson 10 NBC, ATO

NEWSAPAER Lansing State Journal E 73,814, Gannett

LAS VEGAS

Market # 88
Revenue Rank # 61
Income Rank # 62
APR 16.9
SMSA Pop:475,000
CSI: 3.9 Bil (# 82)

Revenue : $7,569,844
Income : $ 680,649
% Rev Gain: +6.0
Stations: 15/14
Diaries: 689/689:1
CSI HH: 23.5 M (# 58)

National Rev: $2,195,079
Nat Rev per Cap: $5.48
Tot Rev per Cap: $18.90
Tot Inc per Cap: $1.70
Profit Margin: 9.0%
Retail $: 2.5 Bil (# 70)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KLUC-F	64/9.9	12.4	10.0	8.8	8.7
2. KVEG	62/9.6	11.6	9.0	6.5	7.4
3. KORK-F	58/9.0	10.2	10.5	10.4	11.3
4. KXTZ-F	56/8.7	6.8	9.0	9.9	8.5
5. KENO-F	47/7.3	3.6	2.9	5.2	8.0
6. KUDO-F	44/6.8	3.6	1.9	---	---
7. KVOV	40/6.2	2.0	.6	---	.9
8. KDWN	39/6.0	8.2	4.4	5.9	6.7
9. KMJJ	32/5.0	4.8	9.8	7.4	7.2
10. KLAV	31/4.8	5.0	5.9	6.1	3.9

12+ TSA 1/4	
1. KLUC-F	66
2. KVEG	63
3. KXTZ-F	59
4. KORK-F	58
5. KENO-F	47
6. KUDO-F	44
7. KDWN	42
8. KVOV	40
9. KMJJ	33
10. KLAV	31

12+ TSA CUME/MSA CUME RAT	
1. KLUC-F	886/22.7
2. KVEG	703/18.1
3. KMJJ	640/16.2
4. KORK-F	617/16.0
5. KXTZ-F	610/15.6
6. KDWN	600/13.5
7. KENO-F	582/15.2
8. KENO	568/14.9
9. KUDO-F	514/13.4
10. KLAV	513/13.4

12+ FM SHARE (METRO): 49.32% (290 of 588) (A/M 80: 44.70%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KVOV	1. KLUC-F	1. KLUC-F	1. KVEG	1. KORK-F	1. KLUC-F
2. KLAV	2. KENO-F	2. KUDO-F	2. KLUC-F	2. KXTZ-F	KVEG
3. KLUC-F	3. KUDO-F	3. KVEG	3. KXTZ-F	3. KVEG	3. KORK-F
4. KENO-F	4. KMJJ	4. KENO-F	4. KUDO-F	4. KDWN	4. KXTZ-F

OTHER RATED STATIONS/METRO SHARE

KENO	1460	3.4	KORK	920	3.3	KFMS-F	101.9	3.3
KRAM	1340	4.8	KNUU	970	3.1			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	155 (3)	208 (5)	35.4
COUNTRY	93 (2)	21 (1)	114 (3)	19.4
BTFL MUSIC		114 (2)	114 (2)	19.4
MOR/AC	92 (3)		92 (3)	15.6
SPANISH/BLACK	40 (1)		40 (1)	6.8
NEWS/TALK	20 (1)		20 (1)	3.4
			588 (15)	

RADIO STATIONS

KDWN, 720, 50 KW (DA-N), MOR	, $16.00	(Blair)	
KENO, 1460, 5 KW/1 KW (DA-N), ROCK (Burk-Abr)	ABC-C, $22.10	(Lotus)	Lotus
KLAV, 1230, 1 KW/250 W, ROCK	MBS, $11.50	(Masla)	
KMJJ, 1140, 10 KW/2.5 KW (DA-N), AC/CONTEMP	ABC-E, $24.60	(Mc-Guild)	Western Cities
KRAM, 1340, 1 KW/250 W, COUNTRY	, $12.00	(Torbet)	
KVEG, 1400, 1 KW/250 W, COUNTRY	, $29.63	(Katz)	Broadcast Assoc
KVOV, 1280, 5 KW (DAYS), BLACK,SPANISH	SBN, $ 8.00	(Lazar)	
KENO-F, 92.3, 100 KW @ 1520, AOR (Burk-Abr)	ABC-F, $22.10	(Lotus)	Lotus
KFMS-F, 101.9, 20 KW @ 41, COUNTRY (Burk-Abr)	Source, $29.63	(Katz)	Broadcast Assoc
KLUC-F, 98.5, 25 KW @ 180, ROCK	, $28.00	(Mc-Guild)	Western Cities
KORK-F, 97.1, 44 KW @ 195, BTFL MUS (Schulke)	, $21.50	(Eastman)	Donrey
KUDO-F, 93.1, 25 KW @ 260, SOFT ROCK (TM)	RKO, $14.00	(Blair)	
KXTZ-F, 94.1, 100 KW @ 1250, BTFL MUS (Master)	, $19.00	(Selcom)	

TV STATIONS

KLAS	Las Vegas	8	CBS, Landmark	KVBC	Las Vegas	3	NBC
KTNV	Las Vegas	13	ABC	KVVU	Henderson	5	IND, J. Carson

NEWSPAPERS

Las Vegas Review Journal	E	83,232, Donrey
Las Vegas Sun	M	56,446

LEXINGTON

Market # 120
Revenue Rank # 91
Income Rank # 44
APR 16.3
SMSA Pop: 319,800
CSI: 2.3 Bil (# 122)

Revenue : $5,141,091
Income : $1,025,381
% Rev Gain: +2.6
Stations: 14/12
Diaries: 588/544:1
CSI HH: 1.5 M (# 114)

National Rev: $642,917
Nat Rev per Cap: $2.12
Tot Rev per Cap: $16.94
Tot Inc per Cap: $3.38
Profit Margin: 19.9%
Retail $: 1.5 Bil (# 114)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. WLAP-F	91/21.4	20.5	14.2	14.1	8.7
2. WKQQ-F	90/21.2	12.8	16.5	16.1	18.2
3. WVLK	51/12.0	14.7	20.8	15.2	16.4
4. WVLK-F	40/ 9.4	15.4	11.7	14.1	13.5
5. WTKC	38/ 8.9	8.7	6.6	6.2	5,8
6. WLAP	27/ 6.4	6.5	9.4	9.6	11.1
7. WAXU-F+	21/ 5.0	3.9	9.1	11.3	8.4
8. WHAS	12/ 2.8	1.7	1.5	1.7	1.8
9. WNVL	11/ 2.6	2.4	1.5	2.3	4.2
10. WBGR-F	5/ 1.2	.7	.3	.6	1.6

12+ TSA 1/4	
1. WLAP-F	184
2. WKQQ-F	137
3. WVLK	75
4. WVLK-F	73
5. WTKC	54
6. WHAS	47
7. WAXU-F+	38
8. WLAP	36
9. WNVL	12
10. WJMM-F	5

12+ TSA CUME/MSA CUME RAT	
1. WLAP-F	1936/39.6
2. WVLK	1617/37.2
3. WKQQ-F	1472/29.7
4. WHAS	1083/10.4
5. WVLK-F	942/20.0
6. WLAP	930/23.4
7. WTKC	682/16.2
8. WAXU-F+	629/13.2
9. WJMM-F	186/ 4.4
10. WNVL	99/ 3.5

12+ FM SHARE (METRO): 60.55% (241 of 398) (A/M 80: 51.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKQQ-F	1. WKQQ-F	1. WLAP-F	1. WVLK	1. WVLK	1. WVLK
2. WLAP-F	2. WLAP-F	2. WKQQ-F	2. WLAP-F	2. WVLK-F	2. WLAP-F
		3. WVLK	3. WKQQ-F	3. WTKC	3. WKQQ-F

OTHER RATED STATIONS/METRO SHARE

WBGR	1440	Paris	.9
WJMM-F	106.3	Versailles	.9
WWKY	1380	Winchester	.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		181 (2)	181 (2)	45.5
MOR/AC	98 (5)	5 (1)	103 (6)	25.9
COUNTRY	59 (3)	11 (1)	70 (4)	17.6
BTFL MUSIC		40 (1)	40 (1)	10.1
RELIGION		4 (1)	4 (1)	1.0
			398 (14)	

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), MOR CBS,MBS, $41.25 (Mc-Guild) Illinois Bdcst
WNVL, 1250, 500 W (DAYS) , COUNTRY , $ 6.75 (Regional) (NICHOLASVL)
WTKC, 1300, 2.5 KW/1 KW (DA-N), COUNTRY (TM) , $20.00 (Selcom)
WVLK, 590, 5 KW/1 KW (DA-2), MOR , $ 31.85 (Torbet) Bluegrass

WHAS - See Louisville

WAXU-F+, 103.1, 3 KW @ 300, COUNTRY MBS, $10.00 (Savalli) (GEORGETOWN)
WBGR-F, 96.7, 3 KW @ 105, MOR , $ 3.00 (----) (PARIS)
WKQQ-F, 98.1, 100 KW @ 551, AOR , $33.00 (Christal)
WJMM-F, 106.3, 3 KW @ 276, RELIGION , $ 52.0 (----) (VERSAILLES)
WLAP-F, 94.5, 50 KW @ 660, ROCK (TM) RKO, $41.25 (Mc-Guild) Illinois Bdc
WVLK-F, 92.9, 100 KW @ 854, BTFL MUS (FM-100) , $31.85 (Torbet) Bluegrass

TV STATIONS			
WKYT	Lexington	27	CBS, Bluegrass
WTVQ	Lexington	62	ABC, Shamrock
WLEX	Lexington	18	NBC, Gay-Bell

NEWSPAPERS		
Lexington Herald	M	70,790, Knight-Ridder
Lexington Leader	E	34,105, Knight-Ridder

LINCOLN

Market # 178
Revenue Rank # 109
Income Rank # 81
APR 15.2
SMSA Pop: 188,400
CSI: 1.4 Bil (# 175)

Revenue : $4,273,797
Income : $ 472,565
% Rev Gain: -4.9
Stations: 17/7
Diaries: 538/350:1
CSI HH: 19.4 M (# 243)

National Rev: $318,429
Nat Rev per Cap: $1.69
Tot Rev per Cap: $22.68
Tot Inc per Cap: $2.51
Profit Margin: 11.1%
Retail $: .8 Bil (# 182)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KFMQ-F	42/16.9	11.6	20.0	1. KFAB	69	1. KFAB	811/18.9
2. KFOR	37/14.9	14.9	17.6	2. KFMQ-F	43	2. WOW	655/16.7
3. KLIN-F	35/14.1	9.1	12.2	3. KFOR	42	3. KFOR	616/32.9
4. KFAB	19/ 7.6	5.8	6.5	4. KLIN-F	41	4. KFRX-F	540/23.2
5. KHAT-F	18/ 7.2	5.4	1.2	5. KFRX-F	35	5. KFMQ-F	496/25.0
KFRX-F	18/ 7.2	7.0	6.5	6. WOW	32	6. KLIN-F	461/23.5
KLIN	18/ 7.2	7.4	6.1	7. KEZO-F	23	7. KLMS	318/17.7
8. KLMS	11/ 4.4	11.2	9.8	8. KSRD-F	20	8. KLIN	310/18.4
9. WOW	9/ 3.6	5.8	3.7	9. KHAT-F	18	9. KEZO-F	303/ 9.3
10. KECK	7/ 2.8	9.9	5.7	KLIN	18	10. KHAT-F	293/17.2

12+ FM SHARE (METRO): 56.54% (134 of 237) (A/M 80: 41.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFRX-F	1. KFMQ-F	1. KFMQ-F	1. KFOR	1. KLIN-F	1. KFAB
	2. KHAT-F	2. KLIN-F	KLIN-F	2. KFOR	2. KFOR
	3. KFOR	3. KFOR	3. KLIN	3. KFAB	3. KLIN-F

OTHER RATED STATIONS/METRO SHARE

KBHL-F	95.3		2.0	KOIL	1290	Omaha	.4
KEZO-F	92.3	Omaha	2.4	KQKQ-F	98.5	Omaha	.4
KGOR-F	99.9	Omaha	1.6	KSRD-F	96.9	Omaha	2.0
KMA	960	Shenandoah,IA	.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	10 (2)	89 (6)	99 (8)	41.8
MOR/AC	86 (5)		86 (5)	36.3
BTFL MUSIC		35 (1)	35 (1)	14.8
COUNTRY	7 (1)	10 (2)	17 (3)	7.2
			237 (17)	

RADIO STATIONS

KECK, 1530, 5 KW (DAYS,DA), COUNTRY	, $21.00	(Savalli)	
KFOR, 1240, 1 KW/250 W , MOR	ABC-I, $26.75	(Mc-Guild)	Stuart
KLIN, 1400, 1 KW/250 W , MOR	CBS, $19.00	(Howard)	
KLMS, 1480, 1 KW (DA-2) , AC	, $19.00	(Eastman)	
KFMQ-F, 101.9, 100 KW @ 275, ROCK	, $20.00	(Eastman)	
KFRX-F, 102.7, 100 KW @ 500, AOR (Noble)	ABC-F, $14.25	(Mc-Guild)	Stuart
KHAT-F, 106.3, 3 KW @ 145, SOFT ROCK (TM)	, $10.00	(Savalli)	
KLIN-F, 107.3, 100 KW @ 300, BTFL MUS (Bonne)	, $23.00	(Howard)	
KSRD-F, 96.9, 100 KW @ 580, COUNTRY	, $10.00	(----)	(SEWARD)

OTHER STATIONS - See Omaha

TV STATIONS

KOLN	Lincoln	10	CBS, Fetzer
KHAS	Hastings	5	NBC, Seaton
KHGI	Kearney	13	ABC, Amaturo

NEWSPAPERS

Lincoln Star	M	30,741, Lee
Lincoln Journal	E	43,935, Lee

LITTLE ROCK

Market # 102
Revenue Rank # 76
Income Rank # 224
APR 13.8
SMSA Pop: 394,300
CSI: 2.9 Bil (# 103)

Revenue : $6,369,508
Income : $ -225,930
% Rev Gain: -.2%
Stations: 13/15
Diaries: 716/551:1
CSI HH: 19.9 M (# 228)

National Rev: $1,582,766
Nat Rev per Cap: $4.12
Tot Rev per Cap: $16.58
Tot Inc per Cap: $-.59%
Profit Margin: ---
Retail $: 1.8 Bil (# 97)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KSSN-F	97/22.0	14.7	17.3	14.4	11.2
2. KOKY	59/13.4	9.9	10.0	16.1	10.0
3. KKYK-F	38/ 8.6	7.6	8.4	4.6	8.6
KLAZ-F	38/ 8.6	11.2	12.1	13.0	15.5
KLRA	38/ 8.6	10.1	11.2	10.8	10.7
6. KEZQ-F	35/ 7.9	11.0	7.0	9.0	7.9
7. KAAY	28/ 6.3	7.8	5.8	6.8	9.1
8. KARN	24/ 5.4	10.8	8.6	6.4	9.3
9. KLPQ-F	23/ 5.2	5.7	9.8	6.8	6.9
KMJX-F	23/ 5.2	2.5	---	---	---

12+ TSA 1/4	
1. KSSN-F	311
2. KKYK-F	112
3. KAAY	92
4. KLPQ-F	66
5. KLAZ-F	65
6. KEZQ-F	61
7. KOKY	59
8. KLRA	56
9. KMJX-F	37
10. KARN	26

12+ TSA CUME/MSA CUME RAT	
1. KSSN-F	2863/28.6
2. KAAY	2157/21.7
3. KKYK-F	1815/20.4
4. KLAZ-F	1322/18.7
5. KLPQ-F	1229/14.3
6. KLRA	956/18.0
7. KEZQ-F	717/12.8
8. KARN	673/15.6
9. KMJX-F	589/ 9.2
10. KOKY	495/15.5

12+ FM SHARE (METRO): 60.48% (254 of 420) (A/M 80: 56.39%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOKY	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F
2. KLAZ-F	2. KOKY	2. KOKY	2. KOKY	2. KLRA	2. KAAY+
3. KLPQ-F	3. KKYK-F	3. KKYK-F	3. KKYK-F	3. KEZQ-F	3. KKYK-F
	4. KLAZ-F	4. KLAZ-F	4. KLAZ-F	4. KARN	4. KLRA

OTHER RATED STATIONS/METRO SHARE

KBBA	690	Benton	.5
KITA	1440		.7
KXLR	1150		2.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (1)	122 (4)	150 (5)	35.7
COUNTRY	52 (3)	97 (1)	149 (4)	35.5
BLACK	59 (1)		59 (1)	14.0
BTFL MUSIC		35 (1)	35 (1)	8.3
NEWS/TALK	24 (1)		24 (1)	5.7
RELIGION	3 (1)		3 (1)	0.7
			420 (13)	

RADIO STATIONS

KAAY, 1090, 50 KW (DA-N) , CONTEMP/AC ABC-C, $28.00 (Katz) Multimedia
KARN, 920, 5 KW (DA-N) , NEWS/TALK NBC, $24.00 (Blair)
KLRA, 1010, 10 KW/5 KW (DA-N) , COUNTRY CBS, $18.50 (Mc-Guild) Signal Media
KOKY, 1250, 1 KW/500 W (DA-N), BLACK , $50.00 (Torbet) Ron Curtis

KLPQ-F, 94.1, 100 KW @ 770, ROCK , $21.50 (Katz) Multimedia
KEZQ-F, 100.3, 100 KW @ 295, BTFL MUS (FM-100) , $20.00 (Selcom) Security
KKYK-F, 103.7, 100 KW @ 1510, CONTEMP/AC , $24.00 (Blair)
KLAZ-F, 98.5, 100 KW @ 880, ROCK , $50.00 (Torbet) Ron Curtis
KSSN-F, 95.7, 100 KW @ 1000, COUNTRY (TM) , $40.63 (Eastman) Firstcom
KMJX-F, 105.1, 100 KW @ 534, ROCK , $13.00 (Christal) (CONWAY)

TV STATIONS

KARK	Little Rock	4	NBC, Gannett
KTHV	Little Rock	11	CBS
KATV	Little Rock	7	ABC, Leake

NEWSPAPERS

Little Rock Arkansas Democrat	E	66,275
Little Rock Arkansas Gazette	M	129,274

LOS ANGELES

Market # 2; ADI # 2
Revenue Rank # 1
Income Rank # 1
APR 17.2
SMSA Pop: 7,382,500
CSI: 70.3 Bil (# 2)

Revenue : $116,691,312
Income : $ 28,276,426
% Rev Gain: +4.1
Stations: 49/51
Diaries: 3925/1881:1
CSI HH: 24.0 M (# 42)

National Rev: $52,000,786
Nat Rev per Cap: $7.33
Tot Rev per Cap: $16.46
Tot Inc per Cap: $3.99
Profit Margin: 24.2%
Retail $: 34.0 Bil (# 1)

12+ METRO 1/4/SHARE		WIN 81	FAL 80	SUM 80	SPR 80
1. KABC	1158/8.5	6.9	6.9	7.6	7.0
2. KBIG-F	743/5.5	6.5	5.1	4.8	5.7
3. KMET-F	617/4.6	3.9	3.6	5.0	4.9
4. KFWB	519/3.8	4.8	5.0	3.8	4.2
5. KJOI-F	513/3.8	4.3	4.3	4.6	4.8
6. KNX	509/3.8	3.5	4.2	4.0	4.8
7. KRLA	503/3.7	2.9	4.1	3.1	3.8
8. KLOS-F	488/3.6	2.9	2.7	3.4	2.4
9. KRTH-F	416/3.1	3.9	3.2	3.4	3.5
10. KIIS-F	404/3.0	2.7	3.3	3.2	3.3
11. KHTZ-F	400/3.0	3.6	3.0	2.3	2.2
12. KLAC	394/2.9	3.2	3.7	4.0	4.2
13. KNX-F	378/2.8	4.3	2.8	3.2	3.2
14. KIQQ-F	352/2.6	2.7	3.1	2.8	1.8
15. KMPC	344/2.5	2.1	2.6	2.9	2.8
16. KFI	343/2.5	3.1	3.0	2.7	3.1
17. KOST-F	342/2.5	2.9	2.5	3.0	2.7
18. KWST-F	314/2.3	1.6	1.7	1.1	1.0
19. KUTE-F	271/2.0	1.4	1.7	1.8	2.0
20. KHJ	256/1.9	2.0	1.3	1.7	2.2

12+ TSA 1/4	
1. KABC	1305
2. KBIG-F	914
3. KMET-F	761
4. KNX	693
5. KLOS-F	604
6. KFI	552
7. KJOI-F	550
8. KFWB	545
9. KRTH-F	536
10. KRLA	529
11. KLAC	487
12. KNX-F	471
13. KIIS-F	462
14. KOST-F	427
15. KHTZ-F	415
16. KMPC	395
17. XTRA	373
18. KIQQ-F	362
19. KWST-F	343
20. KUTE-F	306

12+ TSA CUME/MSA CUME RAT	
1. KABC	17203/19.2
2. KNX	13847/12.5
3. KMET-F	13261/13.7
4. KFWB	12742/15.3
5. KFI	12598/10.6
6. KBIG-F	12468/13.0
7. KLOS-F	11348/11.9
8. KRTH-F	9730/ 9.9
9. KIIS-F	9251/10.1
10. XTRA	8923/ 6.8
11. KRLA	8519/10.0
12. KMPC	8182/ 8.8
13. KLAC	8065/ 8.5
14. KIQQ-F	7889/ 9.6
15. KJOI-F	7625/ 8.8
16. KNX-F	7436/ 7.5
17. KHTZ-F	7246/ 8.7
18. KWST-F	6630/ 7.7
19. KOST-F	6273/ 6.6
20. KHJ	5808/ 6.7

12+ FM SHARE (METRO): 54.50% (6922 of 12700) (A/M 80: 51.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMET-F	1. KMET-F	1. KMET-F	1. KABC	1. KABC	1. KABC
2. KLOS-F	2. KLOS-F	2. KABC	2. KBIG-F	2. KBIG-F	2. KNX
3. KIIS-F	3. KRTH-F	3. KRLA	3. KRTH-F	3. KNX	3. KFI
4. XTRA	4. KRLA	4. KRTH-F	4. KRLA	4. KJOI-F	4. KFWB
5. KWST-F	5. KNX-F	5. KBIG-F	5. KLAC	5. KLAC	5. KBIG-F
6. KIQQ-F	6. KHTZ-F	6. KLOS-F	6. KJOI-F	6. KFWB	6. KLOS-F
7. KUTE-F	7. KIIS-F	7. KHTZ-F	7. KNX-F	7. KOST-F	7. KMET-F
8. KGFJ	8. KWST-F	8. KNX-F	8. KHTZ-F	8. KMPC	8. KLAC
9. KRLA	9. KIQQ-F	9. KIIS-F	9. KFWB	9. KFI	9. KMPC
10. KROQ-F	10. KABC	10. KIQQ-F	10. KFI	10. KZLA-F	10. KJOI-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1147 (4)	2832 (8)	3979 (12)	31.3
NEWS/TALK	2530 (4)		2530 (4)	19.9
BTFL MUSIC		1734 (4)	1734 (4)	13.7
BLACK/URBAN/JAZZ	372 (2)	1277 (5)	1649 (7)	13.0
COUNTRY	675 (3)	271 (2)	946 (5)	7.4
SPANISH	599 (3)	150 (1)	749 (4)	5.9
MOR/AC	42 (1)	457 (2)	499 (3)	3.9
RELIGION	174 (2)	46 (1)	220 (3)	1.7
CLASSICAL	68 (1)	125 (1)	193 (2)	1.5
BIG BAND/NOST	79 (1)	22 (1)	101 (2)	0.8
UNKNOWN	92 (2)	8 (1)	100 (3)	0.8
			12700 (49)	

LOS ANGELES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KABC	1. KABC	1. KABC
2. KBIG-F	2. KMET-F	2. KFWB
3. KMET-F	3. KFWB	3. KBIG-F
4. KNX	4. KBIG-F	4. KRLA
5. KLOS-F	5. KNX	KNX
6. KJOI-F	6. KFI	6. KJOI-F
7. KFWB	7. KLOS-F	7. KWKW
8. KRLA	8. KRTH-F	8. KFI
9. KRTH-F	9. KIIS-F	9. KLAC
10. KFI	10. KRLA	10. KHTZ-F
11. KLAC	11. KMPC	
12. KNX-F	12. KLAC	
13. KIIS-F	13. KIQQ-F	
14. KOST-F	14. KJOI-F	
15. KHTZ-F	15. KHTZ-F	

ADI FM SHARE: 55.01% (7918 of 14393) (A/M 80: 52.65%)

OTHER RATED STATIONS/METRO SHARE			
KACE-F	103.9	Inglewood	1.4
KALI	1430	San Gabriel	1.1
KBRT	740	Avalon	.6
KDAY	1580	Santa Monica	1.4
KEZY	1190	Anaheim	.6
KEZY-F	95.9	Anaheim	.4
KFAC	1330		.5
KFAC-F	92.3		.9
KGFJ	1230		1.4
KGIL+	1260	San Fernando	.8
KGRB+	900	West Covina	.4
KIEV	870	Glendale	.7
KIKF-F	94.3	Garden Grove	.3
KJLH-F	102.3	Compton	1.6
KKGO-F	105.1		1.5
KLVE-F	107.5		1.1
KNOB-F	97.9	Long Beach	1.0
KROQ-F	106.7	Pasadena	1.7
KTNQ	1020		1.9
KWIZ	1480	Santa Ana	.3
KWIZ-F	96.7	Santa Ana	.3
KWKW	1300	Pasadena	1.5
KYMS-F	106.3	Santa Ana	.3
KZLA	1540		.2
XPRS	1090	Tijuana	.4
XTRA	690	Tijuana	1.6

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC-I,	$331.25	(Katz)	ABC
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN,	$ 95.00	(Howard)	Rollins
KFI ,	640,	50 KW	, CONTEMP/AC	ABC-E,	$185.00	(Christal)	Cox
KFWB,	980,	5 KW	, NEWS	NBC,	$171.88	(RAR)	Westinghouse
KGFJ,	1230,	1 KW/250 W	, BLACK	,	$ 65.55	(HR/Stone)	Inner City
KHJ ,	930,	5 KW	, COUNTRY (Burk-Abr)	RKO,	$100.00	(RKO)	RKO
KLAC,	570,	5 KW (DA-N)	, COUNTRY	,	$167.50	(Eastman)	Metromedia
KMPC,	710,	50 KW/10 KW (DA-N)	, TALK	,	$116.94	(MMR)	Golden West
KNX ,	1070,	50 KW	, NEWS	CBS,	$153.75	(CBS Spot)	CBS
KRLA,	1110,	50 KW/10 KW (DA-2)	, ROCK	,	$162.50	(P/W)	

FM STATIONS

KBIG-F,	104.3,	105 KW @ 5800,	BTFL MUS (Bonne)	,	$220.00	(Torbet)	Bonneville
KHTZ-F,	97.1,	55 KW @ 770,	AC/SOFT	Source,	$111.75	(Selcom)	Greater Media
KIIS-F,	102.7,	8 KW @ 2790,	DISCO	ABC-C,	$124.38	(Blair)	Gannett
KIQQ-F,	100.3,	58 KW @ 1180,	ROCK	,	$110.00	(Masla)	Outlet
KJOI-F,	98.7,	75 KW @ 1833,	BTFL MUS (Schulke)	,	$205.88	(Selcom)	LA Coke
KLOS-F,	95.5,	68 KW @ 2920,	AOR	ABC-F,	$178.75	(Katz)	ABC
KMET-F,	94.7,	58 KW @ 2835,	AOR	,	$387.50	(Eastman)	Metromedia
KNX-F ,	93.1,	54 KW @ 2870,	SOFT ROCK	,	$163.00	(CBS/FM)	CBS
KOST-F,	103.5,	13 KW @ 6100,	BTFL MUS (FM-100)	,	$120.00	(Christal)	Cox
KRTH-F,	101.1,	58 KW @ 2930,	AC	RKO,	$195.00	(RKO)	RKO
KUTE-F,	101.9,	690 W @ 2780,	BLACK	,	$150.88	(HR/Stone)	Inner City
KWST-F,	105.9,	72 KW @ 2000,	AOR	,	$ 90.00	(Masla)	Century
KZLA-F,	93.9,	49 KW @ 2000,	COUNTRY	,	$100.00	(Blair)	Capital Cities

PLEASE SEE ANAHEIM FOR TV STATIONS AND NEWSPAPERS

LOUISVILLE

Market # 44; ADI # 42
Revenue Rank # 40
Income Rank # 88
APR 13.7
SMSA Pop: 924,700
CSI: 7.3 Bil (# 42)

Revenue: $11,951,230
Income : $ 371,786
% Rev Gain: +6.6
Stations: 17/17
Diaries: 1135/815:1
CSI HH: 23.0 M (# 72)

National Rev: $2,943,147
Nat Rev per Cap: $3.31
Tot Rev per Cap: $13.45
Tot Inc per Cap: $ .42
Profit Margin: 3.1%
Retail $: 3.9 Bil (# 43)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WAMZ-F	107/10.6	11.7	8.8	6.9	5.6
2. WVEZ-F	105/10.4	9.9	10.7	12.9	6.2
3. WHAS	98/ 9.7	7.8	8.9	10.8	10.7
4. WKJJ-F	88/ 8.7	10.5	7.8	10.2	3.4
5. WAVE	83/ 8.2	6.8	7.7	8.2	14.0
6. WRKA-F	69/ 6.8	3.6	3.1	1.6	1.2
7. WCII	68/ 6.7	4.7	4.5	4.7	---
8. WLOU	64/ 6.3	5.7	9.4	4.7	6.6
9. WQMF-F	62/ 6.1	3.9	3.7	4.7	8.4
10. WLRS-F	61/ 6.0	8.5	5.7	10.1	13.6
11. WAKY	51/ 5.0	9.5	9.8	5.7	8.1
12. WINN	36/ 3.6	5.0	5.9	8.0	5.0

12+ TSA 1/4	
1. WHAS	184
2. WAMZ-F	174
3. WVEZ-F	139
4. WKJJ-F	122
5. WQFM-F	108
6. WAVE	90
7. WCII	85
8. WLRS-F	84
9. WAKY	72
10. WRKA-F	71
11. WLOU	67
12. WINN	36

12+ TSA CUME/MSA CUME RAT	
1. WHAS	3487/24.6
2. WAMZ-F	2183/17.4
3. WKJJ-F	2002/18.3
4. WAKY	1834/17.9
5. WAVE	1788/20.4
6. WQMF-F	1691/14.7
7. WCII	1588/16.7
8. WVEZ-F	1530/16.7
9. WLRS-F	1349/16.3
10. WRKA-F	1034/13.6
11. WINN	907/11.9
12. WLOU	800/10.2

12+ FM SHARE (METRO): 52.64% (508 of 965) (A/M 80: 46.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKJJ-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WVEZ-F	1. WHAS
2. WLRS-F	2. WRKA-F	2. WRKA-F	2. WHAS	2. WHAS	2. WKJJ-F+
3. WQMF-F	3. WKJJ-F	3. WKJJ-F	WVEZ-F	3. WAMZ-F	3. WAMZ-F
4. WLOU	4. WQMF-F	4. WHAS	4. WCII	4. WAVE	4. WAVE
	5. WLRS-F	5. WQMF-F	WRKA-F	5. WCII	5. WAKY

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		280 (4)	280 (4)	29.0
MOR/AC	232 (3)		232 (3)	24.0
COUNTRY	91 (2)	107 (1)	198 (3)	20.5
BTFL MUSIC		109 (2)	109 (2)	11.3
BLACK	64 (1)		64 (1)	6.6
BIG BAND/NOST	57 (2)		57 (2)	5.9
RELIGION	13 (1)	12 (1)	25 (2)	2.6
			965 (17)	

LOUISVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WAMZ-F	1. WHAS	1. WLOU
2. WHAS	2. WAMZ-F	2. WAMZ-F
3. WVEZ-F	3. WKJJ-F	3. WHAS
4. WKJJ-F	4. WAKY	4. WCII
5. WQMF-F	5. WAVE	5. WVEZ-F
6. WAVE	6. WQMF-F	6. WAVE
7. WCII	7. WCII	7. WAKY
8. WLRS-F	8. WVEZ-F	8. WKJJ-F
9. WRKA-F	9. WLRS-F	9. WLRS-F
10. WAKY	10. WRKA-F	10. WRKA-F
11. WLOU	11. WINN	
12. WINN	12. WLOU	
13. WTMT	13. WINN	
14. WXVW	14. WFIA	
15. WFIA	. WIEL	

OTHER RATED STATIONS/METRO SHARE			
WFIA	900		1.3
WJYL-F	101.7	Jeffersontown	.4
WTMT	620		2.3
WXLN-F	103.9		1.2
WXVW	1450	Jeffersonville,IN	2.1

ADI FM SHARE: 57.09% (837 of 1466) (A/M 80: 49.52%)

AM STATIONS

WAKY,	790,	5 KW/1 KW (DA-2),	AC	ABC-I,	$64.31	(Eastman)	Multimedia
WAVE,	970,	5 KW (DA-2)	, MOR/AC	NBC,	$43.00	(Katz)	
WCII,	1080,	10 KW/1 KW (DA-2),	COUNTRY	MBS,	$34.00	(Torbet)	Great Trails
WFIA,	900,	1 KW (DAYS)	, RELIGION	,	$10.00	(Radio Spot)	
WHAS,	840,	50 KW	, MOR	CBS,	$71.25	(Blair)	
WINN,	1240,	1 KW/250 W	, MOR/NOST	,	$35.00	(Mc-Guild)	
WLOU,	1350,	5 KW (DAYS)	, BLACK	NBN,SBN,	$35.00	(Howard)	
WTMT,	620,	500 W (DAYS,DA)	, COUNTRY	,	$15.50	(Masla)	
WXVW,	1450,	1 KW/250 W	, BIG BAND/NOST (Al Ham)	,	$ 9.50	(Savalli)	

FM STATIONS

WAMZ-F,	97.5,	100 KW @ 505,	COUNTRY (Drake-Chen)	ABC-E,	$65.75	(Blair)	
WKJJ-F,	99.7,	20 KW @ 720,	ROCK	,	$55.00	(Torbet)	Great Trails
WLRS-F,	102.3,	3 KW @ 300,	AOR (Burk-Abr)	,	$50.00	(Katz)	Henson
WQMF-F,	95.7,	34 KW @ 580,	AOR	,	$29.00	(Selcom)	Wood
WRKA-F,	103.1,	3 KW @ 300,	CONTEMP/SOFT	ABC-C,	$28.00	(Christal)	Capital (JOHNSON)
WVEZ-F,	106.9,	25 KW @ 670,	BTFL MUS (Schulke)	,	$51.45	(Eastman)	Multimedia

TV STATIONS

WAVE	Louisville	3	NBC, Orion
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Gannett

NEWSPAPER

Louisville Courier-Journal, Times ME 342,919

LUBBOCK

Market # 164
Revenue Rank # 107
Income Rank # 206
APR 14.9
SMSA Pop: 220,100
CSI: 1.8 Bil (# 154)

Revenue : $4,376,824
Income : $ -129,219
% Rev Gain: +1.0
Stations: 12/13
Diaries: 622/354:1
CSI HH: 22.9 M (# 78)

National Rev: $647,049
Nat Rev per Cap: $2.94
Tot Rev per Cap: $19.89
Tot Inc per Cap: $-.59
Profit Margin: ---
Retail $: 1.3 Bil (# 123)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KLLL-F	58/22.7	10.1	12.5	1. KLLL-F	113	1. KLLL-F	1069/34.6
2. KSEL-F	32/12.5	15.4	10.0	2. KSEL-F	64	2. KSEL-F	830/27.0
3. KFMX-F	29/11.4	7.0	6.3	3. KFMX-F	49	3. KSEL	626/22.1
4. KSEL	22/ 8.6	10.6	11.4	4. KSEL	39	4. KFYO	528/18.1
5. KTEZ-F	21/ 8.2	12.8	12.9	5. KFYO	35	5. KFMX-F	522/20.7
6. KFYO	19/ 7.5	7.0	6.3	6. KTEZ-F	33	6. KTEZ-F	502/17.7
7. KEND	17/ 6.7	7.0	11.4	7. KEND	22	7. KEND	402/14.9
8. KLLL	14/ 5.5	2.2	7.4	8. KLLL	21	8. KLLL	372/14.3
9. KKAM	10/ 3.9	4.8	4.4	9. KLFB	12	9. KKAM	199/10.6
10. KRLB	9/ 3.5	5.7	3.3	10. KRLB	11	10. KRLB	166/ 7.6

12+ FM SHARE (METRO): 59.43% (145 of 244) (A/M 80: 55.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSEL-F	1. KLLL-F	1. KLLL-F	1. KLLL-F	1. KTEZ-F	1. KLLL-F+
KSEL	2. KFMX-F	2. KFMX-F	2. KSEL-F	2. KLLL-F	2. KSEL-F+
3. KLLL-F	3. KSEL-F	3. KSEL-F	KEND	3. KEND	3. KFYO

OTHER RATED STATIONS/METRO SHARE

KJAK-F 92.7 Slaton 2.0 KLFB 1420 3.1

FORMATS

	AM	FM	TOTAL	%
COUNTRY	50 (3)	58 (1)	108 (4)	44.3
ROCK/AOR/CONTEMP	32 (2)	61 (2)	93 (4)	38.1
BTFL MUSIC		21 (1)	21 (1)	8.6
MOR/AC	9 (1)		9 (1)	3.7
SPANISH	8 (1)		8 (1)	3.3
RELIGION		5 (1)	5 (1)	2.0
			244 (12)	

RADIO STATIONS

KEND, 1590, 1 KW (DA-2) , COUNTRY , $11.13 (Howard)
KFYO, 790, 5 KW/1 KW (DA-2) , COUNTRY CBS, $12.00 (Savalli)
KKAM, 1340, 1 KW/250 W , CONTEMP (Burk-Abr) ABC-C, $12.60 (Selcom) Southern Minnesota
KLFB, 1420, 500 W (DA-1) , SPANISH , $15.00 (Caballero)
KLLL, 1460, 1 KW (DAYS) , COUNTRY (Musicworks) MBS, $10.00 (Eastman)
KRLB, 580, 500 W (DAYS,DA) , MOR (TM) , $ 7.00 (PRO)
KSEL, 950, 5 KW/500 W (DA-2), ROCK RKO, $16.10 (Mc-Guild)

KFMX-F, 94.5, 100 KW @ 680, ROCK Source, $14.40 (Selcom) Southern Minnes
KLLL-F, 96.3, 100 KW @ 580, COUNTRY MBS, $19.00 (Eastman)
KSEL-F, 93.7, 100 KW @ 736, ROCK RKO, $16.10 (Mc-Guild)
KTEZ-F, 101.1, 100 KW @ 862, BTFL MUS (Schulke) , $21.00 (Torbet)

TV STATIONS

KCBD	Lubbock	11	NBC, Columbia (SC) State-Record
KLBK	Lubbock	13	CBS
KAMC	Lubbock	28	ABC

NEWSPAPER

Lubbock Avalanche-Journal (M-55,997) (E-14,602), Morris

LYNCHBURG

Market # 204
Revenue Rank # 180
Income Rank # 219
APR 12.2
SMSA Pop: 154,600
CSI: 1.1 Bil (# 212)

Revenue: $2,206,326
Income : $ -198,958
% Rev Gain: +18.7
Stations: 16/13
Diaries: 536/288:1
CSI HH: 19.9 M (# 219)

National Rev: $253,488
Nat Rev per Cap: $1.64
Tot Rev per Cap: $14.27
Tot Inc per Cap: $-1.29
Profit Margin: ---
Retail $: .7 Bil (# 203)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WPVR-F	23/14.5	11.1	6.8
2. WJJS-F	22/13.8	22.2	23.6
3. WXLK-F	20/12.6	11.7	4.3
4. WGOL-F	16/10.1	5.3	11.2
5. WLVA	15/ 9.4	16.4	18.6
6. WWOD	13/ 8.2	9.4	13.0
7. WCNV-F	7/ 4.4	---	---
8. WTTX-F	6/ 3.8	---	---
9. WSLQ-F	5/ 3.1	6.4	5.0
10. WAKG-F	4/ 2.5	3.5	---

12+ TSA 1/4	
1. WXLK-F	37
2. WPVR-F	33
3. WJJS-F	28
4. WGOL-F	26
5. WLVA	17
6. WWOD	15
7. WSLQ-F	13
8. WTTX-F	12
9. WCNV-F	11
10. WAKG-F	8

12+ TSA CUME/MSA CUME RAT	
1. WXLK-F	571/25.8
2. WLVA	407/28.2
3. WPVR-F	361/19.3
4. WGOL-F	319/17.1
5. WJJS-F	305/19.8
6. WSLQ-F	231/10.5
7. WCNV-F	186/ 9.8
8. WWOD	162/10.8
9. WLLL	146/ 9.2
10. WTTX-F	133/ 5.8

12+ FM SHARE (METRO): 69.66% (101 of 145) (A/M 80: 65.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXLK-F	1. WXLK-F	1. WJJS-F	1. WPVR-F	1. WPVR-F	1. WXLK-F
	2. WJJS-F	2. WGOL-F	2. WLVA	2. WLVA	2. WPVR-F
	WGOL-F	WXLK-F	3. WXLK-F	3. WWOD	3. WLVA

OTHER RATED STATIONS/METRO SHARE

WBRG	1050		2.5	WLGM	1320		.6
WKDE	1000	Altavista	.6	WLLL	930		1.9
WKZZ-F	100.1		1.9	WFLO	870	Farmville	1.3

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		41 (3)	41 (3)	28.3
COUNTRY	18 (3)	17 (3)	35 (6)	24.1
BTFL MUSIC		23 (1)	23 (1)	15.9
BLACK		22 (1)	22 (1)	15.2
MOR/AC	19 (3)		19 (3)	13.1
UNKNOWN	2 (1)	3 (1)	5 (2)	3.4
			145 (16)	

RADIO STATIONS

WLVA, 590, 1 KW (DA-2) , MOR ABC-I, $13.50 (PRO)
WWOD, 1390, 5 KW/1 KW (DA-N), COUNTRY CBS, $14.16 (Savalli) Bahakel

WCNV-F, 107.9, 4 KW @ 1920, COUNTRY MBS, $ 8.25 (----)
WGOL-F, 98.3, 3 KW @ 248, ROCK (TM) Source, $ 9.80 (Market 4)
WJJS-F, 101.7, 3 KW @ 300, BLACK ABC-F, $12.25 (Howard)
WTTX-F, 107.1, 3 KW @ 300, COUNTRY ABC-C, $ 2.25 (Southern) (APPOMATTOX)
WAKG-F, 103.3, 100 KW @ 600, COUNTRY ABC-F, $ 8.50 (Carolina) (DANVILLE)

FOR OTHER STATIONS SEE ROANOKE

FOR TV AND NEWSPAPERS SEE ROANOKE

MACON

Market # 149
Revenue Rank # 150
Income Rank # 112
APR 13.7
SMSA Pop: 259,800
CSI: 1.7 Bil (# 157)

Revenue : $2,830,426
Income : $ 235,093
% Rev Gain: -5.5
Stations: 15/12
Diaries: 600/433:1
CSI HH: 19.5 M (# 238)

National Rev: $485,913
Nat Rev per Cap: $1.87
Tot Rev per Cap: $10.89
Tot Inc per Cap: $ .90
Profit Margin: 8.3%
Retail $: 1.0 Bil (# 164)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WMAZ-F	46/16.4	20.1	16.9	1. WMAZ-F	91	1. WMAZ-F	1379/35.0
2. WPEZ-F	41/14.6	11.9	8.1	2. WDEN-F	66	2. WMAZ	835/26.0
3. WDDO	39/13.9	4.8	14.6	3. WPEZ-F	63	3. WPEZ-F	724/22.6
4. WDEN-F	32/11.4	12.3	8.8	4. WCEH+	43	4. WDEN-F	679/18.7
5. WMAZ	30/10.7	15.2	13.2	5. WDDO	39	5. WDDO	469/22.4
6. WIBB	28/10.0	5.6	8.8	6. WMAZ	37	6. WIBB	455/16.8
7. WRNB-F	12/ 4.3	4.5	5.8	7. WIBB	34	7. WPGA-F	429/ 9.6
8. WNEX	11/ 3.9	3.0	5.1	8. WPGA-F	22	8. WCEH+	359/ 2.7
9. WPGA-F	7/ 2.5	6.3	---	9. WIZY-F	14	9. WIZY-F	300/ 6.5
10. WBML	6/ 2.1	2.2	5.4	10. WRBN-F	13	10. WNEX	262/11.6

12+ FM SHARE (METRO): 55.51% (146 of 263) (A/M 80: 61.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WDEN-F	1. WPEZ-F	1. WMAZ-F
2. WDDO	2. WDDO	2. WDDO	2. WMAZ-F	2. WDEN-F	2. WPEZ-F
3. WRBN-F	3. WIBB	3. WDEN-F	WPEZ-F	3. WMAZ	3. WCEH+

OTHER RATED STATIONS/METRO SHARE

WAVC	1350	Warner Robins	.7	WIZY-F	107.1	Gordon	1.1
WDEN	1500		.4	WKLS-F	96.1	Atlanta	1.1
WCEH+	610	Hawkinsville	.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	64 (4)	75 (5)	28.5
BLACK	67 (2)	7 (1)	74 (3)	28.1
BTFL MUSIC		41 (1)	41 (1)	15.6
COUNTRY	1 (1)	34 (2)	35 (3)	13.3
MOR/AC	30 (1)		30 (1)	11.4
RELIGION	8 (2)		8 (2)	3.0
			263 (15)	

RADIO STATIONS

WBML, 900, 250 W (DAYS) , RELIGION ABC-I, $14.00 (Savalli)
WDDO, 1240, 1 KW/250 W , BLACK NBN, $10.75 (Selcom)
WIBB, 1280, 5 KW (DAYS) , BLACK SBN, $13.00 (Howard)
WMAZ, 940, 50 KW/10 KW (DA-N), MOR CBS, $50.00 (Katz) Multimedia
WNEZ, 1400, 1 KW/250 W , ROCK ABC-C, $10.25 (P/W)
WCEH+, 610, 500 W (DAYS) , COUNTRY ABC-C, $ 5.55 (Carpenter) (HAWKINSVILL

WDEN-F, 105.3, 50 KW @ 300, COUNTRY ABC-E, $19.80 (HR/Stone)
WMAZ-F, 99.1, 100 KW @ 662, CONTEMP (Drake-Chen) ABC-F, $50.00 (Katz) Multimedia
WPEZ-F, 107.9, 100 KW @ 700, BTFL MUS (TM) NBC, $15.94 (Selcom)
WPGA-F, 100.9, 3 KW @ 200, BLACK , $ 7.00 (----) (PERRY)
WRBN-F, 101.7, 3 KW @ 205, ROCK MBS, $ 8.00 (Bolton) (WARNER-ROBINS)
WIZY-F, 107.1, 3 KW @ 328, ROCK Source, $12.65 (----) (GORDON)

TV STATIONS

WCWB	Macon	41	NBC
WMAZ	Macon	13	CBS, ABC, Multimedia

NEWSPAPERS

Macon News E 19,495, Knight-Ridder

Macon Telegraph M 50,850, Knight-Ridder

200

MADISON

Market # 116
Revenue Rank # 80
Income Rank # 38
APR 16.5
SMSA Pop: 324,800
CSI: 2.7 Bil (# 108)

Revenue : $5,914,002
Income : $1,216,050
% Rev Gain: +3.5
Stations: 15/9
Diaries: 677/480:1
CSI HH: 22.9 M (# 76)

National Rev: $779,523
Nat Rev per Cap: $2.40
Tot Rev per Cap: $18.41
Tot Inc per Cap: $3.74
Profit Margin: 20.6%
Retail $: 1.6 Bil (# 111)

12+ METRO 1/4/SHARE		SPG 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WTSO	61/13.5	15.5	18.0	1. WZEE-F	130	1. WZEE-F	1737/26.2
2. WZEE-F	48/10.6	9.3	7.4	2. WTSO	83	2. WTSO	1233/26.8
3. WIBA	47/10.4	10.3	12.7	3. WIBA-F	60	3. WIBA-F	1114/26.4
4. WIBA-F	44/ 9.7	3.5	7.4	WLVE-F	60	4. WISM-F	1079/26.6
5. WISM-F	37/ 8.2	10.3	4.6	5. WMAQ	59	5. WMAQ	1066/ 5.9
6. WLVE-F	35/ 7.7	9.0	6.7	6. WISM-F	51	6. WIBA	878/29.4
7. WMAD-F	30/ 6.6	10.3	8.1	7. WIBA	50	7. WLVE-F	766/16.5
8. WWQM-F	27/ 6.0	4.3	3.2	8. WFAW-F	48	8. WISM	756/23.9
9. WISM	25/ 5.5	8.0	10.4	9. WMAD-F	35	9. WMAD-F	603/16.4
10. WFAW-F	9/ 2.0	2.5	.9	WGN	35	10. WFAW-F	454/ 5.2

12+ FM SHARE (METRO): 61.52% (235 of 382) (A/M 80: 58.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZEE-F	1. WIBA-F	1. WZEE-F	1. WTSO	1. WTSO	1. WZEE-F
2. WIBA-F	2. WZEE-F	2. WIBA-F	2. WIBA	2. WLVE-F	2. WTSO
3. WMAD-F	3. WISM-F	3. WTSO	3. WZEE-F	3. WIBA	3. WIBA

OTHER RATED STATIONS/METRO SHARE

WGN	720	Chicago	.7	WMAQ	670	Chicago	1.3
WISN	1130	Milwaukee	.4	WTMJ	620	Milwaukee	.7
WLUV-F	96.7	Rockford,Ill	1.1				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	122 (3)	147 (4)	38.5
COUNTRY	67 (2)	27 (1)	94 (3)	24.6
MOR/AC	55 (4)	37 (1)	92 (5)	24.1
BTFL MUSIC		49 (3)	49 (3)	12.8
			382 (15)	

RADIO STATIONS

WIBA, 1310, 5 KW (DA-N)	, MOR	CBS	, $19.00	(Selcom)	Des Moines Reg
WISM, 1480, 5 KW (DA-1)	, CONTEMP		, $28.00	(Mc-Guild)	Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2)	, COUNTRY		, $24.63	(Torbet)	Midcontinent
WIBA-F, 101.5, 50 KW @ 470	, AOR (Noble)		, $15.00	(Selcom)	Des Moines Reg
WISM-F, 98.1, 20 KW @ 350	, AC		, $30.25	(Mc-Guild)	Midwest Family
WMAD-F, 92.1, 3 KW @ 380	, AOR (Burk-Abr)	Source	, $27.75	(Christal)	Patten
WWQM-F, 106.3, 1.8 KW @ 380	, COUNTRY	ABC-I	, $15.75	(Masla)	McKenna
WZEE-F, 104.1, 6 KW @ 1120	, ROCK		, $24.50	(Torbet)	Midcontinent
WFAW-F, 107.3, 50 KW @ 500	, BTFL MUS (FM-100)		, $12.00	(----)	(FORT ATKINSON)
WLVE-F, 94.9, 37 KW @ 1300	, BTFL MUS (KalaMusic)		, $25.00	(HR/Stone)	(BARABOO)

TV STATIONS

WISC	Madison	3	CBS, Morgan Murphy
WKOW	Madison	27	ABC, Liberty
WMTV	Madison	15	NBC, Forward

NEWSPAPERS

Madison Capitol Times	E	33,701
Wisconsin State Journal	M	76,640

MANCHESTER

Market # 202
Revenue Rank # 171
Income Rank # 197
APR 16.3
CSI: 2.1 Bil (# 134)
SMSA Pop: 161,400

Revenue : $2,454,911
Income : $ -75,713
% Rev Gain: -3.2%
Stations: 22/5
Diaries: 565/286:1
CSI HH: 21.4 M (# 145)

National Rev: $492,684
Nat Rev per Cap: $3.05
Tot Rev per Cap: $15.21
Tot Inc per Cap: $-.47
Profit Margin: ---
Retail $: 1.2 Bil (# 137)

12+ METRO	1/4/SHARE	A/M 80	A/M 79	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WGIR	28/12.4	10.6	16.8	1. WCOZ-F	65	1. WBZ	691/15.0
2. WFEA	26/11.6	14.1	11.0	2. WOKQ-F	45	2. WCOZ-F	670/18.8
3. WZID-F	25/11.1	10.1	8.7	3. WZID-F	40	3. WGIR	605/30.3
4. WKBR	23/10.2	9.0	11.0	4. WBZ	36	4. WZID-F	569/22.8
5. WCOZ-F	17/ 7.6	3.5	5.8	5. WGIR	34	5. WFEA	523/29.3
6. WOKQ-F	13/ 5.8	3.0	4.0	6. WFEA	31	6. WOKQ-F	510/11.3
7. WJIB-F	9/ 4.0	1.0	1.7	7. WVBF-F	26	7. WGIR-F	401/15.7
WGIR-F	9/ 4.0	5.0	4.0	8. WKBR	24	8. WVBF-F	372/ 9.2
9. WBZ	7/ 3.1	3.0	3.5	9. WJIB-F	18	9. WKBR	367/25.7
WROR-F	7/ 3.1	3.5	2.9	10. WHOM-F	15	10. WROR-F	365/ 9.3
WVBF-F	7/ 3.1	5.5	2.0	WROR-F	15		

12+ FM SHARE (METRO): 58.17% (121 of 208) (A/M 80: 58.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCOZ-F	1. WFEA	1. WFEA	1. WFEA	1. WGIR	1. WCOZ-F
2. WAAF-F	2. WCOZ-F	2. WGIR	2. WKBR	WZID-F	2. WBZ
WFEA		WKBR	3. WGIR	WKBR	3. WGIR

OTHER RATED STATIONS/METRO SHARE

WAAF-F	107.3	Worcester	2.7	WHOM-F	94.9	Mt. Washington	.4
WBCN-F	104.1	Boston	2.7	WOTW-F	106.3	Nashua	.4
WBOS-F	92.9	Boston	.4	WRKO	680	Boston	1.3
WEEI-F	103.3	Boston	2.2	WSSH-F	99.5	Boston	2.7
WCGY-F	93.7	Boston	1.3	WXKS-F	107.9	Boston	1.8
WHDH	850	Boston	.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (2)	54 (8)	83 (10)	39.9
MOR/AC	59 (4)	8 (2)	67 (6)	32.2
BTFL MUSIC		41 (4)	41 (4)	19.7
COUNTRY		13 (1)	13 (1)	6.3
BLACK/URBAN		4 (1)	4 (1)	1.9
			208 (22)	

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2) , ROCK ABC-C, $31.00 (Mc-Guild) Ocean Coast
WGIR, 610, 5 KW/1 KW (DA-2), MOR NBC, $24.00 (MMR) Knight
WKBR, 1250, 5 KW (DA-2) , MOR CBS,MBS, $16.13 (Buckley)

WGIR-F, 101.1, 10 KW @ 920, AOR Source, $12.50 (MMR) Knight
WZID-F, 95.7, 11 KW @ 930, BTFL MUSIC , $23.00 (Torbet)
WOKQ-F, 97.5, 50 KW @ 290, COUNTRY , $44.00 (Selcom) (DOVER)

TV STATION

WMUR Manchester 9 ABC, United

NEWSPAPER

Manchester Union Leader AD 65,168

MADISON

Market # 116
Revenue Rank # 80
Income Rank # 38
APR 16.5
SMSA Pop: 324,800
CSI: 2.7 Bil (# 108)

Revenue : $5,914,002
Income : $1,216,050
% Rev Gain: +3.5
Stations: 15/9
Diaries: 677/480:1
CSI HH: 22.9 M (# 76)

National Rev: $779,523
Nat Rev per Cap: $2.40
Tot Rev per Cap: $18.41
Tot Inc per Cap: $3.74
Profit Margin: 20.6%
Retail $: 1.6 Bil (# 111)

12+ METRO 1/4/SHARE		SPG 80	A/M 79
1. WTSO	61/13.5	15.5	18.0
2. WZEE-F	48/10.6	9.3	7.4
3. WIBA	47/10.4	10.3	12.7
4. WIBA-F	44/ 9.7	3.5	7.4
5. WISM-F	37/ 8.2	10.3	4.6
6. WLVE-F	35/ 7.7	9.0	6.7
7. WMAD-F	30/ 6.6	10.3	8.1
8. WWQM-F	27/ 6.0	4.3	3.2
9. WISM	25/ 5.5	8.0	10.4
10. WFAW-F	9/ 2.0	2.5	.9

12+ TSA 1/4	
1. WZEE-F	130
2. WTSO	83
3. WIBA-F	60
WLVE-F	60
5. WMAQ	59
6. WISM-F	51
7. WIBA	50
8. WFAW-F	48
9. WMAD-F	35
WGN	35

12+ TSA CUME/MSA CUME RAT	
1. WZEE-F	1737/26.2
2. WTSO	1233/26.8
3. WIBA-F	1114/26.4
4. WISM-F	1079/26.6
5. WMAQ	1066/ 5.9
6. WIBA	878/29.4
7. WLVE-F	766/16.5
8. WISM	756/23.9
9. WMAD-F	603/16.4
10. WFAW-F	454/ 5.2

12+ FM SHARE (METRO): 61.52% (235 of 382) (A/M 80: 58.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZEE-F	1. WIBA-F	1. WZEE-F	1. WTSO	1. WTSO	1. WZEE-F
2. WIBA-F	2. WZEE-F	2. WIBA-F	2. WIBA	2. WLVE-F	2. WTSO
3. WMAD-F	3. WISM-F	3. WTSO	3. WZEE-F	3. WIBA	3. WIBA

OTHER RATED STATIONS/METRO SHARE

WGN	720	Chicago	.7	WMAQ	670	Chicago	1.3
WISN	1130	Milwaukee	.4	WTMJ	620	Milwaukee	.7
WLUV-F	96.7	Rockford,Ill	1.1				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	122 (3)	147 (4)	38.5
COUNTRY	67 (2)	27 (1)	94 (3)	24.6
MOR/AC	55 (4)	37 (1)	92 (5)	24.1
BTFL MUSIC		49 (3)	49 (3)	12.8
			382 (15)	

RADIO STATIONS

WIBA, 1310, 5 KW (DA-N), MOR CBS, $19.00 (Selcom) Des Moines Reg
WISM, 1480, 5 KW (DA-1), CONTEMP , $28.00 (Mc-Guild) Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2), COUNTRY , $24.63 (Torbet) Midcontinent

WIBA-F, 101.5, 50 KW @ 470, AOR (Noble) , $15.00 (Selcom) Des Moines Reg
WISM-F, 98.1, 20 KW @ 350, AC , $30.25 (Mc-Guild) Midwest Family
WMAD-F, 92.1, 3 KW @ 380, AOR (Burk-Abr) Source, $27.75 (Christal) Patten
WWQM-F, 106.3, 1.8 KW @ 380, COUNTRY ABC-I, $15.75 (Masla) McKenna
WZEE-F, 104.1, 6 KW @ 1120, ROCK , $24.50 (Torbet) Midcontinent
WFAW-F, 107.3, 50 KW @ 500, BTFL MUS (FM-100) , $12.00 (----) (FORT ATKINSON)
WLVE-F, 94.9, 37 KW @ 1300, BTFL MUS (KalaMusic) , $25.00 (HR/Stone) (BARABOO)

TV STATIONS

WISC	Madison	3	CBS, Morgan Murphy
WKOW	Madison	27	ABC, Liberty
WMTV	Madison	15	NBC, Forward

NEWSPAPERS

Madison Capitol Times	E	33,701
Wisconsin State Journal	M	76,640

MANCHESTER

Market # 202
Revenue Rank # 171
Income Rank # 197
APR 16.3
CSI: 2.1 Bil (# 134)
SMSA Pop: 161,400

Revenue : $2,454,911
Income : $ -75,713
% Rev Gain: -3.2%
Stations: 22/5
Diaries: 565/286:1
CSI HH: 21.4 M (# 145)

National Rev: $492,684
Nat Rev per Cap: $3.05
Tot Rev per Cap: $15.21
Tot Inc per Cap: $-.47
Profit Margin: ---
Retail $: 1.2 Bil (# 137)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WGIR	28/12.4	10.6	16.8
2. WFEA	26/11.6	14.1	11.0
3. WZID-F	25/11.1	10.1	8.7
4. WKBR	23/10.2	9.0	11.0
5. WCOZ-F	17/ 7.6	3.5	5.8
6. WOKQ-F	13/ 5.8	3.0	4.0
7. WJIB-F	9/ 4.0	1.0	1.7
WGIR-F	9/ 4.0	5.0	4.0
9. WBZ	7/ 3.1	3.0	3.5
WROR-F	7/ 3.1	3.5	2.9
WVBF-F	7/ 3.1	5.5	2.0

12+ TSA 1/4	
1. WCOZ-F	65
2. WOKQ-F	45
3. WZID-F	40
4. WBZ	36
5. WGIR	34
6. WFEA	31
7. WVBF-F	26
8. WKBR	24
9. WJIB-F	18
10. WHOM-F	15
WROR-F	15

12+ TSA CUME/MSA CUME RAT	
1. WBZ	691/15.0
2. WCOZ-F	670/18.8
3. WGIR	605/30.3
4. WZID-F	569/22.8
5. WFEA	523/29.3
6. WOKQ-F	510/11.3
7. WGIR-F	401/15.7
8. WVBF-F	372/ 9.2
9. WKBR	367/25.7
10. WROR-F	365/ 9.3

12+ FM SHARE (METRO): 58.17% (121 of 208) (A/M 80: 58.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCOZ-F	1. WFEA	1. WFEA	1. WFEA	1. WGIR	1. WCOZ-F
2. WAAF-F	2. WCOZ-F	2. WGIR	2. WKBR	WZID-F	2. WBZ
WFEA		WKBR	3. WGIR	WKBR	3. WGIR

OTHER RATED STATIONS/METRO SHARE

WAAF-F	107.3	Worcester	2.7	WHOM-F	94.9	Mt. Washington	.4
WBCN-F	104.1	Boston	2.7	WOTW-F	106.3	Nashua	.4
WBOS-F	92.9	Boston	.4	WRKO	680	Boston	1.3
WEEI-F	103.3	Boston	2.2	WSSH-F	99.5	Boston	2.7
WCGY-F	93.7	Boston	1.3	WXKS-F	107.9	Boston	1.8
WHDH	850	Boston	.4				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (2)	54 (8)	83 (10)	39.9
MOR/AC	59 (4)	8 (2)	67 (6)	32.2
BTFL MUSIC		41 (4)	41 (4)	19.7
COUNTRY		13 (1)	13 (1)	6.3
BLACK/URBAN		4 (1)	4 (1)	1.9
			208 (22)	

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2) , ROCK	ABC-C, $31.00	(Mc-Guild)	Ocean Coast
WGIR, 610, 5 KW/1 KW (DA-2), MOR	NBC, $24.00	(MMR)	Knight
WKBR, 1250, 5 KW (DA-2) , MOR	CBS,MBS, $16.13	(Buckley)	
WGIR-F, 101.1, 10 KW @ 920, AOR	Source, $12.50	(MMR)	Knight
WZID-F, 95.7, 11 KW @ 930, BTFL MUSIC	, $23.00	(Torbet)	
WOKQ-F, 97.5, 50 KW @ 290, COUNTRY	, $44.00	(Selcom)	(DOVER)

TV STATION

WMUR	Manchester	9	ABC, United

NEWSPAPER

Manchester Union Leader	AD	65,168

McALLEN-BROWNSVILLE

Market # 92 (Approx)
Revenue Rank # 108 (Approx)
Income Rank # 137 (Approx)
APR 17.6
SMSA Pop: 456,400
CSI: 1.1 Bil (# 213)

Revenue : $4,333,864
Income : $ 151,848
% Rev Gain: +6.0
Stations: 16/11
Diaries: 906/504:1
CSI HH: 17.5 M (# 305)

National Rev: $1,169,067
Nat Rev per Cap: $2.74
Tot Rev per Cap: $10.17
Tot Inc per Cap: $ .36
Profit Margin: 3.5%
Retail $: .9 (# 176)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79
1. KGBT	209/33.2	34.5	35.1	38.7
2. KBFM-F	93/14.8	14.6	16.1	11.3
3. KRIO	64/10.2	10.2	8.6	8.7
4. KELT-F	54/ 8.6	4.7	4.6	5.0
5. KBOR	39/ 6.2	5.4	1.6	2.0
6. KRGV	33/ 5.2	8.7	5.4	8.7
7. KIWW-F	17/ 2.7	2.1	4.9	3.9
8. KDUV-F	16/ 2.5	2.9	3.1	3.1
9. KSOX	13/ 2.1	2.4	1.5	1.3
10. KRIX-F	11/ 1.7	3.3	3.7	3.0

12+ TSA 1/4	
1. KGBT	214
2. KBFM-F	106
3. KRIO	72
4. KELT-F	60
5. KBOR	40
6. KRGV	36
7. KSOX	19
8. KIWW-F	17
9. KDUV-F	16
10. KVLY-F	15

12+ TSA CUME/MSA CUME RAT	
1. KGBT	1401/37.0
2. KBFM-F	1028/25.9
3. KRIO	776/18.4
4. KRGV	664/16.1
5. KELT-F	643/15.3
6. KBOR	421/11.2
7. KSOX	352/ 7.3
8. KRIX-F	180/ 4.8
9. KIWW-F	157/ 4.4
10. KVLY-F	154/ 3.3

12+ FM SHARE (METRO): 34.99% (204 of 583) (A/M 80: 39.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBFM-F	1. KBFM-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRIO	2. KGBT	2. KBFM-F	2. KBFM-F		2. KBFM-F
3. KBOR	3. KELT-F	3. KELT-F	3. KRIO		3. KRIO

OTHER RATED STATIONS/METRO SHARE

KIRT	1580	Mission	1.0	KVLY-F	107.9	Edinburg	1.7
KQXX-F	98.5		.3	KTRH	740	Houston	.6
KURV	710	Edinburg	1.3	XEOQ	1110	Rio Bravo	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	136 (3)	104 (2)	240 (5)	41.2
SPANISH	218 (3)	19 (2)	237 (5)	40.7
COUNTRY	13 (1)	54 (1)	67 (2)	11.5
BTFL MUSIC		27 (2)	27 (2)	4.6
MOR/AC	8 (1)		8 (1)	1.4
NEWS/TALK	4 (1)		4 (1)	0.7
			583 (16)	

RADIO STATIONS

KBOR, 1600, 1 KW (DA-2) , ROCK , $ 7.95 (Riley)
KGBT, 1530, 50 KW/10 KW (DA-N), SPANISH , $42.75 (Katz) Tichenor
KRGV, 1290, 5 KW (DA-N) , ROCK , $17.00 (Blair)
KRIO, 910, 5 KW (DA-N) , ROCK , $19.00 (Mc-Guild)
KSOX, 1240, 1 KW/250 W , COUNTRY , $10.90 (----) (RAYMONDVILLE)

KBFM-F, 104.1, 100 KW @ 505, ROCK , $11.00 (Torbet)
KDUV-F, 100.3, 100 KW @ 500, BTFL MUS (TM) , $12.13 (HR/Stone)
KELT-F, 94.5, 100 KW @ 800, COUNTRY (Drake-Chen) , $18.50 (Katz) Tichenor
KIWW-F, 96.1, 100 KW @ 565, SPANISH , $15.00 (Savalli)
KRIX-F, 99.5, 100 KW @ 480, ROCK , $11.00 (Mc-Guild)
KVLY-F, 107.9, 100 KW @ 490, BTFL MUS (Bonne) , $12.25 (----) Tippie

TV STATIONS

KGBT	Harlingen	4	CBS/NBC, Tichenor
KRGV	Weslaco	5	ABC, Manship

NEWSPAPERS

Brownsville Herald	E	14,590, Freedom
Harlingen Valley Star	M	23,615, Freedom
McAllen Monitor	E	22,928, Freedom

MEDFORD

Market # 227
APR 13.9
SMSA Pop: 135,900
CSI: .9 Bil (# 234)

Stations: 13/NA
Diaries: 518/260:1
CSI HH: 18.0 M (# 296)

OTHER INFO NOT
AVAILABLE
Retail $: .6 Bil (# 215)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KTMT-F	29/18.7	22.1	22.4	1. KTMT-F	43	1. KBOY-F+	463/35.1
2. KBOY-F+	26/16.8	16.9	15.1	2. KBOY-F+	36	2. KTMT-F	456/26.8
3. KYJC	24/15.5	20.1	17.8	3. KAJO	28	3. KYJC	389/34.3
4. KCMX	18/11.6	12.3	9.9	4. KYJC	24	4. KMED	264/22.1
5. KMED	14/ 9.0	7.8	6.6	5. KCMX	19	5. KCMX	246/20.9
6. KHUG	10/ 6.5	3.9	3.3	6. KMED	15	6. KAJO	218/ 3.0
7. KRWQ-F	8/ 5.2	---	---	7. KRWQ-F	13	7. KRWQ-F	209/13.1
8. KDOV	5/ 3.2	1.9	2.0	8. KHUG	11	8. KCMX-F	125/ 9.1
KCMX-F	5/ 3.2	5.8	5.9	9. KCMX-F	6	9. KHUG	108/ 8.9
10. KISD	4/ 2.6	5.2	5.3	10. KDOV	5	10. KISD	87/ 7.5

12+ FM SHARE (METRO): 37.41% (55 of 147) (A/M 80: 38.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBOY-F+	1. KYJC	1. KBOY-F+	1. KYJC	1. KTMT-F	1. KTMT-F
2. KYJC	KBOY-F+	KYJC	KTMT-F	2. KCMX	2. KAJO
		3. KCMX	3. KCMX,KBOY-F	3. KHUG	3. KYJC

OTHER RATED STATIONS/METRO SHARE

KAGO	1150	Klamath Falls	.6	KAJO	1270	Grants Pass	1.9

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	38 (3)	18 (2)	56 (5)	38.1
COUNTRY	28 (2)	8 (1)	36 (3)	24.5
BTFL MUSIC		29 (1)	29 (1)	19.7
MOR/AC	21 (3)		21 (3)	14.3
RELIGION	5 (1)		5 (1)	3.4
			147 (13)	

RADIO STATIONS

KCMX, 580, 1 KW (DA-2), COUNTRY	MBS, $ 9.45	(Katz)	(ASHLAND)
KDOV, 1350, 1 KW (DAYS), RELIGION	, $ 4.00	(Oakes)	(ASHLAND)
KHUG, 1300, 5 KW (DAYS), COUNTRY	ABC-I, $ 6.25	(Tacher)	
KISD, 860, 1 KW (DAYS), MOR	RKO, $ 6.00	(P/W)	
KMED, 1440, 5 KW/1 KW , MOR	NBC, $10.08	(Savalli)	
KYJC, 1230, 1 KW , ROCK	ABC-C, $12.94	(Moore)	
KAJO, 1270, 5 KW (DAYS), MOR	ABC-I, $ 7.00	(----)	(GRANTS PASS)
KBOY-F+, 95.3, 3 KW @ 357, ROCK	ABC-E, $10.50	(Roslin)	
KCMX-F, 101.7, 3 KW @ 287, CONTEMP	Source, $ 9.45	(Katz)	(ASHLAND)
KRWQ-F, 100.3, 30 KW @ 985, COUNTRY	, $ 7.25	(----)	(GOLD HILL)
KTMT-F, 93.7, 19 KW @ 3260, BTFL MUSIC	ABC-I, $10.68	(Selcom)	

TV STATIONS

KOBI	Medford	5	CBS/ABC, Cal-Oregon
KTVL	Medford	10	NBC/ABC, Freedom

NEWSPAPER

Medford Mail Tribune E 27,429, Ottaway

MELBOURNE-TITUSVILLE-COCOA

Market # 150
Revenue Rank # 188
Income Rank # 212
APR 15.4
SMSA Pop: 258,100
CSI: 1.9 Bil (# 151)

Revenue : $2,110,069
Income : $ -155,052
% Rev Gain: -8.7
Stations: 19/11
Diaries: 538/498:1
CSI HH: 20.3 M (# 203)

National Rev: $677,373
Nat Rev per Cap: $2.62
Tot Rev per Cap: $8.18
Tot Inc per Cap: $-.60
Profit Margin:---
Retail $: 1.2 Bil (# 140)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WDIZ-F	66/18.5	10.0	11.3	1. WDIZ-F	66	1. WCKS-F	843/35.0
2. WCKS-F	56/15.7	20.1	25.8	2. WCKS-F	56	2. WDIZ-F	613/26.6
3. WDBO-F	42/11.8	14.3	11.3	3. WDBO-F	45	3. WDBO-F	426/17.5
4. WMEL	32/ 9.0	3.9	6.5	4. WMEL	32	4. WMEL	378/16.1
5. WYRL-F	20/ 5.6	6.5	2.7	5. WTRL-F	20	5. WTRL-F	300/12.4
6. WEZY-F	16/ 4.5	6.5	5.8	6. WLLV-F	16	6. WRKT-F+	250/10.8
7. WLLV-F	15/ 4.2	7.2	5.2	WEZY-F	16	7. WAMT	225/ 9.3
8. WMMB	14/ 3.9	.7	1.7	8. WMMB	14	8. WMMB	212/ 9.1
9. WRKT-F+	11/ 3.1	---	1.7	9. WRKT-F+	11	9. WEZY-F	206/ 8.8
10. WAMT	9/ 2.5	3.6	2.4	10. WAMT	9	10. WAJX-F	166/ 7.2

12+ FM SHARE (METRO): 75.39% (239 of 317) (A/M 80: 77.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WCKS-F	1. WDBO-F	1. WCKS-F
2. WCKS-F	2. WCKS-F	2. WCKS-F	2. WDBO-F	2. WMEL	2. WDIZ-F
	3. WMEL	3. WMEL	3. WMEL	3. WCKS-F	3. WDBO-F

OTHER RATED STATIONS/METRO SHARE

WAJX-F	98.3	1.7	WBJW-F	105.1	Orlando	.6
WCWR	1350	2.2	WDBO	580	Orlando	1.1
WKKO	860	1.1	WELE-F	105.9	De Land	.8
WTAI	1560	1.7	WHOO-F	96.5	Orlando	1.1

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	2 (1)	139 (5)	141 (6)	44.5
BTFL MUSIC		77 (4)	77 (4)	24.3
MOR/AC	63 (5)		63 (5)	19.9
COUNTRY	14 (2)	23 (2)	37 (4)	11.7
			317 (19)	

RADIO STATIONS

WAMT, 1060, 10 KW/5 KW (DA-2), AC	ABC-I, $ 8.63	(Torbet)	Regional
WMEL, 920, 1 KW (DA-N) , AC	CBS, $10.10	(Masla)	Elyria-Lorain
WMMB, 1240, 1 KW/250 W , CONTEMP	MBS, $ 6.85	(Roberts)	
WAJX-F, 98.3, 3 KW @ 234, ROCK	, $ 7.25	(Torbet)	Regional
WCKS-F, 101.1, 100 KW @ 500, ROCK	, $20.50	(P/W)	
WEZY-F, 99.3, 3 KW @ 300, BTFL MUS	, $12.50	(----)	
WLLV-F, 107.1, 3 KW @ 300, BTFL MUS (TM)	, $ 8.00	(----)	
WRKT-F+,104.1, 30 KW @ 165, CONTEMP	NBC, $ 5.00	(----)	
WYRL-F, 102.3, 3 KW @ 239, COUNTRY	MBS, $ 8.60	(Roberts)	

For other stations - See Orlando TV and ADI see Orlando

NEWSPAPER

Cocoa Today M 66,828, Gannett

MEMPHIS

Market # 43; ADI # 34
Revenue Rank # 36
Income Rank # 33
APR 12.6
SMSA Pop: 931,700
CSI: 6.4 Bil (# 51)

Revenue : $13,333,564
Income : $ 1,360,126
% Rev Gain: +12.8
Stations: 17/20
Diaries: 1082/861:1
CSI HH: 19.8 M (# 230)

National Rev: $3,926,632
Nat Rev per Cap: $4.38
Tot Rev per Cap: $14.86
Tot Inc per Cap: $1.52
Profit Margin: 10.2%
Retail $: 3.9 Bil (# 41)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WMC	109/11.8	10.9	9.7	8.8	14.0
2. WZXR-F	106/11.5	13.4	10.2	8.6	7.5
3. WEZI-F	100/10.8	12.1	10.5	10.9	10.4
4. WMC-F	95/10.3	7.4	9.4	10.5	10.1
5. WHRK-F	89/ 9.6	11.1	12.6	9.2	7.2
6. WMPS	64/ 6.9	4.2	3.5	6.3	3.8
7. WRVR-F	61/ 6.6	5.4	5.6	5.8	5.6
8. WDIA	50/ 5.4	5.9	8.7	7.9	7.5
9. WLVS-F	48/ 5.2	5.0	3.5	2.3	2.1
10. WLOK	47/ 5.1	4.7	6.7	5.8	8.6
11. WHBQ	41/ 4.4	4.8	3.8	6.6	7.7

12+ TSA 1/4	
1. WMC-F	214
2. WZXR-F	184
3. WEZI-F	181
4. WMC	159
5. WHRK-F	147
WMPS	147
7. WRVR-F	82
8. WDIA	81
9. WHBQ	70
10. WLVS-F	51
11. WLOK	47

12+ TSA CUME/MSA CUME RAT	
1. WMC-F	3249/22.6
2. WMC	2231/20.5
3. WEZI-F	2130/15.7
4. WMPS	1918/11.0
5. WHBQ	1878/14.4
6. WZXR-F	1770/14.3
7. WDIA	1759/14.7
8. WHRK-F	1747/17.4
9. WRVR-F	1682/16.1
10. WREC	1289/10.1
11. WLOK	978/13.2

12+ FM SHARE (METRO): 56.73% (506 of 892) (A/M 80: 56.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMC-F	1. WZXR-F	1. WZXR-F	1. WMC	1. WEZI-F	1. WMC
2. WZXR-F	2. WHRK-F	2. WMC	2. WEZI-F	2. WMC	WMC-F
3. WHRK-F	3. WMC-F	3. WHRK-F	3. WMC-F	3. WMPS	3. WMPS
	4. WRVR-F	4. WEZI-F	4. WRVR-F	4. WLVS-F	4. WZXR-F
	5. WMC	5. WMC-F	5. WHRK-F	5. WRVR-F	5. WEZI-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	41 (1)	214 (2)	255 (3)	28.6
BLACK/URBAN	97 (2)	89 (1)	186 (3)	20.9
COUNTRY	173 (2)	48 (1)	221 (3)	24.8
BTFL MUSIC		100 (1)	100 (1)	11.2
MOR/AC	27 (1)	48 (1)	75 (2)	8.4
RELIGION	31 (2)	7 (1)	38 (3)	4.3
NEWS/TALK	13 (1)		13 (1)	1.5
UNKNOWN	4 (1)		4 (1)	0.4
			892 (17)	

MEMPHIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WMC-F	1. WMC-F	1. WMC
2. WZXR-F	2. WMC	2. WHRK-F
3. WMC	3. WEZI-F	3. WEZI-F
4. WEZI-F	4. WRVR-F	4. WZXR-F
5. WHRK-F	5. WHBQ	5. WMC-F
6. WMPS	6. WHRK-F	6. WDIA
7. WRVR-F	7. WMPS	7. WREC
8. WDIA	8. WZXR-F	8. WMPS
9. WHBQ	9. WDIA	9. WLOK
10. WLVS-F	10. WREC	10. WLVS-F
11. WLOK	11. WLOK	
12. WREC	12. WLVS-F	
13. KCRV	13. KWAM	
14. KWAM	14. KWAM-F	
15. KSUD	15. WKIR-F	

OTHER RATED STATIONS/METRO SHARE			
KSUD	730	W. Memphis,Ark	1.3
KWAM	990		2.1
KWAM-F	101.1		.8
WKBL	1250	Covington	.4
WREC	600		2.9
WWEE	1430		1.4

ADI FM SHARE: 56.88% (880 of 1547) (A/M 80: 52.07%)

AM STATIONS

KSUD, 730, 1 KW/250 W , RELIGION , $ 8.00 (----)
KWAM, 990, 10 KW (DAYS,DA) , RELIGION , $16.00 (Stars) Rivers
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK MBS, $57.50 (Howard) Viacom
WHBQ, 560, 5 KW/1 KW (DA-2), AC/CONTEMP (Burk-Abr) RKO, $65.00 (RKO) RKO
WLOK, 1340, 1 KW/250 W , BLACK NBN,SBN, $37.50 (HR/Stone) Gilliam

WMC, 790, 5 KW (DA-N) , COUNTRY ABC-I, $99.00 (Blair) Scripps-Howard
WMPS, 680, 10 KW/5 KW (DA-N), COUNTRY ABC-E, $72.00 (Eastman) Plough
WREC, 600, 5 KW (DA-N) , MOR CBS,MBS, $48.00 (Mc-Guild) Summit
KCRV, 1370, 1 KW (DAYS) , COUNTRY MBS, $ 5.00 (Corbett) (CARUTHERSVILLE,MO

FM STATIONS

KWAM-F, 101.1, 100 KW @ 500, RELIGION , $14.00 (Stars) Dee Rivers
WEZI-F, 105.9, 100 KW @ 762, BTFL MUS (Schulke) , $70.00 (Katz) Harte-Hanks
WHRK-F, 97.1, 100 KW @ 530, DISCO/URBAN ABC-F, $72.00 (Eastman) Plough
WLVS-F, 94.3, 3 KW @ 300, COUNTRY MBS, $22.80 (Selcom)

WMC-F , 99.7, 300 KW @ 970, ROCK ABC-C, $99.00 (Blair) Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, CONTEMP/AC , $46.88 (Howard) Viacom
WZXR-F, 102.7, 100 KW @ 900, AOR (Burk-Abr) Source, $55.00 (Mc-Guild) Summit
WKIR-F, 104.1, 100 KW @ 640, COUNTRY ABC-F, $ 9.70 (----) (JACKSON)

TV STATIONS

WHBQ	Memphis	13	ABC, RKO
WMC	Memphis	5	NBC, Scripps-Howard
WREG	Memphis	3	CBS, New York Times

NEWSPAPERS

Memphis Commercial Appeal	M	203,847, Scripps-Howard
Memphis Press-Scimitar	E	96,602, Scripps-Howard

MIAMI

Market # 22; ADI # 17
Revenue Rank # 19
Income Rank # 152
APR 18.7
SMSA Pop: 1,631,700
CSI: 13.8 Bil (# 23)

Revenue : $24,668,638
Income : $ 87,855
% Rev Gain: +7.8
Stations: 28/23
Diaries: 1407/1160:1
CSI HH: 22.1 M (# 117)

National Rev: $7,448,393
Nat Rev per Cap: $5.04
Tot Rev per Cap: $16.70
Tot Inc per Cap: $ .06
Profit Margin: .03%
Retail $: 8.4 Bil (# 18)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WRHC	242/9.4	10.6	9.5	7.5	4.0
2. WQBA	196/7.6	5.5	7.9	10.8	9.0
3. WNWS	176/6.8	5.0	3.6	3.2	.9
4. WINZ-F	165/6.4	1.1	4.3	4.6	1.9
5. WHYI-F	161/6.3	6.8	7.2	4.4	7.1
6. WCMQ-F	137/5.3	3.9	4.8	3.4	6.5
7. WEDR-F	135/5.3	4.3	5.4	5.3	4.7
8. WINZ	100/3.9	4.4	4.6	4.1	4.9
9. WHTT	95/3.7	2.3	3.4	1.7	2.8
10. WCMQ	86/3.3	3.9	1.7	3.2	9.0
11. WYOR-F	82/3.2	4.8	5.2	3.6	5.0
12. WVCG	79/3.1	1.8	2.7	3.5	2.7
13. WLYF-F	74/2.9	2.2	3.3	4.6	5.3
14. WSHE-F	73/2.8	2.4	1.8	2.4	.7
WIOD	73/2.8	2.9	3.0	5.0	1.9
WQBA-F	73/2.8	3.0	3.2	3.9	2.1

12+ TSA 1/4	
1. WHYI-F	307
2. WNWS	279
3. WRHC	246
4. WINZ-F	228
5. WLYF-F	227
6. WQBA	200
7. WINZ	197
8. WSHE-F	189
9. WIOD	174
WKQS-F	174
11. WAXY-F	162
12. WQAM	150
13. WEDR-F	138
14. WCMQ-F	137
WWWL-F	137

12+ TSA CUME/MSA CUME RAT	
1. WHYI-F	4682/17.8
2. WINZ-F	3830/18.6
3. WINZ	3310/11.4
4. WLYF-F	2954/ 8.1
5. WNWS	2629/ 9.1
6. WIOD	2580/ 8.1
7. WAXY-F	2338/ 7.3
8. WQAM	2336/ 9.5
9. WSHE-F	2216/ 6.4
10. KAIA-F	2190/ 6.5
11. WKQS-F	2168/ 2.8
12. WGBS	2033/ 7.9
13. WWWL-F	1883/ 7.5
14. WCKO-F	1834/ 4.0
15. WQBA	1578/11.1

12+ FM SHARE (METRO): 48.51% (1195 of 2463) (A/M 80: 52.80%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WINZ-F	1. WHYI-F	1. WHYI-F	1. WRHC	1. WRHC	1. WNWS
2. WHYI-F	2. WEDR-F	WCMQ-F	2. WCMQ-F	2. WQBA	2. WQBA
3. WEDR-F	3. WINZ-F	3. WINZ-F	3. WQBA	3. WCMQ-F	3. WHYI-F
4. WHTT	4. WWWL-F	WEDR-F	4. WCMQ	4. WCMQ	4. WINZ
5. WCKO-F	5. WSHE-F	5. WRHC	5. WHYI-F	5. WVCG	5. WRHC

FORMATS

	AM	FM	TOTAL	%
SPANISH	665 (5)	210 (2)	875 (7)	35.5
ROCK/AOR/CONTEMP		542 (6)	542 (6)	22.0
BTFL MUSIC	79 (1)	205 (4)	284 (5)	11.5
NEWS/TALK	276 (2)		276 (2)	11.2
MOR/AC	133 (2)	60 (1)	193 (3)	7.8
BLACK/URBAN	8 (1)	135 (1)	143 (2)	5.8
COUNTRY	71 (1)		71 (1)	2.9
CLASSICAL		43 (1)	43 (1)	1.7
BIG BAND	36 (1)		36 (1)	1.5
			2463 (28)	

MIAMI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WHYI-F	1. WHYI-F	1. WEDR-F
2. WNWS	2. WINZ-F	2. WQBA
3. WRHC	3. WINZ	3. WRHC
4. WINZ-F	4. WLYF-F	4. WINZ-F
5. WLYF-F	5. WNWS	5. WINZ
6. WQBA	6. WIOD	6. WCMQ-F
7. WINZ	7. WQAM	7. WHYI-F
8. WSHE-F	8. WAXY-F	8. WNWS
9. WIOD	9. WAIA-F	9. WVCG
10. WAXY-F	10. WSHE-F	10. WYOR-F
11. WKQS-F	11. WGBS	
12. WQAM	12. WKQS-F	
WEDR-F	13. WWWL-F	
WCMQ-F	14. WQBA	
15. WWWL-F	15. WVCG	

OTHER RATED STATIONS/METRO SHARE			
WAIA-F	97.3		1.8
WGBS	710		2.3
WKAT	1360		1.4
WMBM	1490		.3
WOCN	1450		1.8
WQAM	560		2.8
WTMI-F	93.1		1.7
WWWL-F	93.9		2.7
WAXY-F	105.9	Ft. Lauder	2.3
WCKO-F	102.7	Ft. Lauder	1.1
WWJF-F	106.7	Ft. Lauder	1.2
WKQS-F	99.9	Boca Raton	.7

ADI FM SHARE: 52.20% (2110 of 4042) (A/M 80: 55.28%)

AM STATIONS

WCMQ,	1220,	1 KW (DAYS)	, SPANISH	,	$ 75.15	(MMR)	
WGBS,	710,	50 KW (DA-2)	, MOR	ABC-E,	$ 55.65	(CBS Spot)	Jeff-Pilot
WHTT,	1260,	5 KW (DA-2)	, SPANISH CONTEMP	,	$ 41.50	(Mc-Guild)	Metroplex
WINZ,	940,	50 KW/10 KW (DA-2)	, NEWS	CBS,MBS,	$ 90.00	(Katz)	Guy Gannett
WIOD,	610,	5 KW (DA-2)	, MOR/AC	ABC-I,MBS,	$ 53.25	(Christal)	Cox
WNWS,	790,	5 KW (DA-2)	, NEWS	,	$ 52.50	(Howard)	Sudbrink
WQAM,	560,	5 KW/1 KW	, COUNTRY	NBC,	$102.50	(Blair)	Storz
WQBA,	1140,	10 KW/5 KW (DA-2)	, SPANISH	,	$112.50	(Eastman)	Susquehanna
WRHC,	1550,	10 KW (DAYS,DA)	, SPANISH NEWS/TALK	,	$115.00	(P/W)	
WVCG,	1080,	50 KW/10 KW (DA-2)	, BTFL MUS (TM)	,	$ 33.75	(Torbet)	Insilco

FM STATIONS

WAIA-F,	97.3,	98 KW @ 790,	AC/SOFT	ABC-C,	$ 55.00	(Christal)	Cox
WCMQ-F,	92.1,	3 KW @ 300,	SPANISH	,	$ 75.15	(MMR)	
WEDR-F,	99.1,	70 KW @ 175,	BLACK	NBN,	$ 50.00	(Stars)	
WINZ-F,	94.9,	100 KW @ 650,	ROCK	,	$ 50.00	(Katz)	Guy Gannett
WLYF-F,	101.5,	100 KW @ 813,	BTFL MUS (Schulke)	,	$ 75.00	(CBS Spot)	Jeff-Pilot
WQBA-F,	107.5,	100 KW @ 500,	SPANISH	,	$ 75.00	(Eastman)	Susquehanna
WWWL-F,	93.9,	100 KW @ 650,	SOFT ROCK	Source,	$ 42.50	(Masla)	
WYOR-F,	105.1,	100 KW @ 650,	BTFL MUS (Master)	,	$ 58.00	(Torbet)	Insilco
WAXY-F,	105.9,	100 KW @ 1049,	AC/OLDIES	,	$ 91.75	(RKO)	RKO
WCKO-F,	102.7,	100 KW @ 345,	ROCK	,	$ 47.50	(Lotus)	
WSHE-F,	103.5,	100 KW @ 600,	AOR (Burk-Abr)	ABC-F,	$ 55.00	(Selcom)	
WHYI-F,	100.7,	100 KW @ 1000,	ROCK	,	$112.50	(Mc-Guild)	Metroplex
WKQS-F,	99.9,	100 KW @ 930,	BTFL MUS (Bonne)	,	$ 55.00	(HR/Stone)	Sunshine Wireles

TV STATIONS

WCIX	Miami	6	IND, GCC
WCKT	Miami	7	NBC
WHFT	Miami	45	IND, Trinity
WLTV	Miami	23	IND, Spanish Int
WPLG	Miami	10	ABC, Post-Newsweek
WTVJ	Miami	4	CBS, Wometco
WKID	Ft. Lau	51	IND

NEWSPAPERS

Miami Herald	M	354,578, Knight-Ridder
Ft. Lauderdale News	E	102,022, Chi Tri
Miami News	E	61,380, Cox
Ft. Lauderdale Sun-Sent	M	58,676, Chi Tri

MILWAUKEE

Market # 27; ADI # 28
Revenue Rank # 25
Income Rank # 19
APR 17.1
SMSA Pop: 1,408,100
CSI: 12.3 Bil (# 25)

Revenue : $18,082,883
Income : $ 2,331,151
% Rev Gain: -1.2
Stations: 29/32
Diaries: 1374/1025:1
CSI HH: 24.5 M (# 33)

National Rev: $3,888,627
Nat Rev per Cap: $2.74
Tot Rev per Cap: $12.75
Tot Inc per Cap: $1.64
Profit Margin: 12.9%
Retail $: 5.9 Bil (# 31)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WEZW-F	252/11.4	11.8	12.0	10.3	12.5
2. WTMJ	237/10.7	12.3	15.0	15.3	15.9
3. WISN	223/10.1	11.0	10.3	10.7	10.7
4. WBCS-F	183/ 8.3	8.2	8.7	7.1	6.1
5. WLPX-F	139/ 6.3	6.0	7.2	8.1	7.1
6. WQFM-F	132/ 6.0	4.3	3.7	4.4	3.6
7. WZUU-F	117/ 5.3	4.8	4.0	5.1	7.2
8. WOKY	89/ 4.0	3.0	3.4	7.2	6.6
9. WKTI-F	87/ 3.9	2.5	3.3	3.8	1.9
10. WMYX-F	79/ 3.6	1.5	1.3	.6	1.4
11. WRKR-F	63/ 2.8	2.3	2.2	.9	.8
12. WLUM-F	57/ 2.6	3.2	2.7	1.8	1.6

12+ TSA 1/4	
1. WTMJ	284
2. WEZW-F	272
3. WISN	253
4. WBCS-F	198
5. WLPX-F	164
6. WQFM-F	139
7. WZUU-F	131
8. WKTI-F	95
9. WOKY	94
10. WRKR-F	88
11. WMAQ	83
12. WMYX-F	80

12+ TSA CUME/MSA CUME RAT	
1. WISN	4934/33.2
2. WTMJ	4049/25.5
3. WEZW-F	3284/23.2
4. WLPX-F	2860/17.9
5. WZUU-F	2629/18.2
6. WBCS-F	2572/17.8
7. WOKY	2405/16.6
8. WKTI-F	2218/15.3
9. WQFM-F	1999/14.1
10. WMAQ	1799/ 6.2
11. WRKR-F	1687/ 9.7
12. WBBM	1117/ 5.9

12+ FM SHARE (METRO): 58.61% (1222 of 2085) (A/M 80: 54.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLPX-F	1. WQFM-F	1. WISN	1. WEZZ-F	1. WEZW-F	1. WTMJ
2. WRKR-F	2. WLPX-F	2. WBCS-F	WBCS-F	2. WTMJ	2. WZUU-F+
3. WQFM-F	3. WISN	3. WQFM-F	3. WISN	3. WBCS-F	3. WISN
4. WKTI-F	4. WZUU-F	4. WEZW-F	4. WTMJ	4. WISN	4. WBCS-F
5. WZUU-F	5. WKTI-F	5. WZUU-F	5. WZUU-F		5. WEZW-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	132 (2)	538 (5)	670 (7)	32.1
MOR/AC	528 (6)	85 (2)	613 (8)	29.4
BTFL MUSIC	21 (1)	309 (3)	330 (4)	15.8
COUNTRY	74 (2)	183 (1)	257 (3)	12.3
BLACK/URBAN	23 (2)	57 (1)	80 (3)	3.8
NEWS/TALK	65 (2)		65 (2)	3.1
CLASSICAL		50 (1)	50 (1)	2.4
RELIGION	20 (1)		20 (1)	1.0
			2085 (29)	

MILWAUKEE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WTMJ	1. WISN	1. WLUM-F
WEZW-F	2. WTMJ	2. WEZW-F
3. WISN	3. WEZW-F	3. WTMJ
4. WBCS-F	4. WLPX-F	4. WBCS-F
5. WLPX-F	5. WZUU-F	5. WISN
6. WQFM-F	6. WBCS-F	6. WZUU-F
7. WZUU-F	7. WOKY	7. WLPX-F
8. WOKY	8. WKTI-F	8. WOKY
WKTI-F	9. WQFM-F	9. WRJN
10. WMYX-F	10. WRKR-F	10. WMYX-F
11. WRKR-F	11. WMAQ	
12. WLUM-F	12. WBBM	
13. WFMR-F	13. WMYX-F	
WMAQ	14. WMKE	
15. WFAW-F	15. WLUM-F	

OTHER RATED STATIONS/METRO SHARE			
WAWA	1590	West Allia	.6
WBKV	1470	West Bend	.9
WBKV-F	92.5	West Bend	.8
WEMP	1250		.9
WFMR-F	96.5		2.3
WMKE	1340		2.0
WNOV	860		.5
WRJN	1400	Racine	1.1
WTKM-F+	104.9	Hartford	.5
WXJY-F	98.3	Menomonee Falls	1.8
WYLO	540	Jackson	.9
WZUU	1290		1.9
WBBM	780	Chicago	1.1
WGN	720	Chicago	.9
WIND	560	Chicago	1.8
WMAQ	670	Chicago	1.3

ADI FM SHARE: 51.68% (1401 of 2711) (A/M 80: 52.38%)

AM STATIONS

WISN,	1130,	50 KW/10 KW (DA-N),	AC/MOR	ABC-I,	$ 92.50	(Katz)	Hearst
WMKE,	1340,	1 KW/250 W	, COUNTRY	MBS,	$ 23.75	(Torbet)	Great Trails
WOKY,	920,	5 KW/1 KW (DA-2)	, CONTEMP	,	$ 59.50	(Blair)	Charter
WTMJ,	620,	5 KW (DA-N)	, MOR	NBC,	$110.63	(Christal)	Milw. Journal

FM STATIONS

WBCS-F,	102.9,	50 KW @ 440,	COUNTRY	MBS,	$ 87.50	(Torbet)	Great Trails
WEZW-F,	103.7,	20 KW @ 820,	BTFL MUS (Schulke)	,	$ 75.25	(MMR)	Multimedia
WFMR-F,	96.5,	50 KW @ 387,	CLASSICAL	,	$ 34.38	(Roslin)	
WKTI-F,	94.5,	16 KW @ 911,	ROCK (TM)	ABC-C,	$ 29.00	(Christal)	Milw Journal
WLPX-F,	97.3,	12 KW @ 920,	AOR (Burk-Abr)	,	$ 72.50	(Katz)	Hearst
WLUM-F,	102.1,	50 KW @ 360,	BLACK	,	$ 35.00	(Howard)	
WMYX-F,	99.1,	50 KW @ 486,	AC/CONTEMP	CBS,	$ 16.00	(Mc-Guild)	LIN
WQFM-F,	93.3,	50 KW @ 210,	AOR	,	$ 31.75	(Selcom)	Shamrock Dev'
WRKR-F,	100.7,	50 KW @ 500,	ROCK	ABC-C,	$ 32.25	(HR/Stone)	Bdcst Mng (RACINE)
WZUU-F,	95.7,	34 KW @ 610,	CONTEMP/AC	Source,	$ 46.40	(Eastman)	Malrite

Other Stations - See Chicago

TV STATIONS

WISN	Milwaukee	12	ABC, Hearst
WITI	Milwaukee	6	CBS, Storer
WTMJ	Milwaukee	4	NBC, Milwaukee Journal
WVTV	Milwaukee	18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal	M	163,224
Milwaukee Sentinel	E	323,932
Racine Journal Times	E	39,016, Lee

MINNEAPOLIS-ST. PAUL

Market # 15; ADI # 13	Revenue : $30,886,601	National Rev: $6,537,480
Revenue Rank # 13	Income : $ 8,451,317	Nat Rev per Cap: $3.14
Income Rank # 5	% Rev Gain: +13.1	Tot Rev per Cap: $14.83
APR 16.4	Stations: 21/32	Tot Inc per Cap: $4.06
SMSA Pop: 2,099,200	Diaries: 1870/1123:1	Profit Margin: 27.4%
CSI: 18.9 Bil (# 15)	CSI HH: 25.5 M (# 22)	Retail $: 10.2 Bil (# 13)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WCCO	579/20.2	24.5	22.5	22.4	30.4	1. WCCO	841	1. WCCO	11061/41.2
2. KSTP-F	357/12.4	10.1	9.5	10.4	6.1	2. KSTP-F	433	2. KSTP-F	5672/26.3
3. WDGY	203/ 7.1	5.3	7.1	6.6	5.7	3. WDGY	252	3. WDGY	3980/16.8
4. KQRS-F+	185/ 6.4	5.5	8.5	10.0	7.9	4. KDWB-F	229	4. KQRS-F+	2850/18.3
5. KDWB-F	182/ 6.3	5.7	2.8	2.6	3.2	5. KQRS-F+	224	5. KDWB-F	3534/17.3
6. KEEY-F	168/ 5.9	6.0	4.3	7.1	5.9	6. KEEY-F	193	6. KDWB	3391/15.0
7. WAYL-F	139/ 4.8	4.5	4.9	4.9	5.9	7. WAYL-F	189	7. KSTP	3379/16.2
8. WLOL-F	127/ 4.4	5.8	4.9	1.9	1.9	8. WLOL-F	145	8. WLOL-F	3252/16.8
9. WCCO-F	110/ 3.8	4.3	4.4	4.9	5.8	9. WCCO-F	139	9. WCCO-F	2929/13.6
10. KSTP	101/ 3.5	3.2	4.5	4.2	3.3	10. KSTP	117	10. KEEY-F	2687/13.5
11. WWTC	91/ 3.2	3.5	3.9	2.6	.6	11. KDWB	109	11. WAYL-F	2515/12.1
12. KTCR-F	80/ 2.8	1.6	1.8	1.6	1.0	12. WWTC	97	12. WWTC	1728/ 9.4

12+ FM SHARE (METRO): 54.25% (1386 of 2555) (A/M 80: 46.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDWB-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO
2. KSTP-F	2. KQRS-F+	2. WCCO	2. KSTP-F	2. WDGY	2. KSTP-F
3. KQRS-F+	3. KDWB-F	3. WDGY	3. WDGY	3. KEEY-F	3. WDGY
4. WLOL-F	4. WDGY	4. KQRS-F+	4. KEEY-F	4. KSTP-F	4. KDWB-F
5. KDWB	5. WCCO-F WLOL-F	5. KDWB-F	5. WCCO-F	5. WAYL-F	5. KQRS-F+

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	189 (3)	828 (4)	1017 (7)	39.8
TALK/VARIETY	579 (1)		579 (1)	22.7
BTFL MUSIC	28 (1)	307 (2)	335 (3)	13.1
COUNTRY	213 (2)	80 (1)	293 (3)	11.5
MOR/AC	130 (3)	110 (1)	240 (4)	9.4
BIG BAND	30 (1)	33 (1)	63 (2)	2.5
BLACK/JAZZ		28 (1)	28 (1)	1.1
			2555 (21)	

MINNEAPOLIS-ST. PAUL

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WCCO	1. WCCO	1. WCCO
2. KSTP-F	2. KSTP-F	2. KSTP-F
3. WDGY	3. WDGY	3. WDGY
4. KDWB-F	4. KQRS-F+	4. KDWB-F
5. KQRS-F+	5. KDWB-F	5. KQRS-F+
6. KEEY-F	6. KSTP	6. WAYL-F
7. WAYL-F	7. KDWB	7. WCCO-F
8. WLOL-F	8. WLOL-F	8. KSTP
9. WCCO-F	9. WCCO-F	9. KDWB
10. KSTP	10. KEEY-F	WLOL-F
11. KDWB	11. WAYL-F	
12. WWTC	12. WWTC	
13. KTCR-F	13. KTCR-F	
14. KNUJ	14. WAYL	
15. KCLD-F	15. KRSI-F	

OTHER RATED STATIONS/METRO SHARE			
KEEY	1400		.5
KRSI	950		1.0
KRSI-F	104.1		1.2
KTCR	690		.3
KTWN-F	107.9	Anoka	1.0
WAYL	980		1.0
WMIN	1010	Maplewood	.5

ADI FM SHARE: 51.63% (1824 of 3533) (A/M 80: 43.36%)

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), ROCK , $ 84.38 (RAR) Doubleday
KSTP, 1500, 50 KW (DA-N) , AC ABC-I, $ 52.50 (Mc-Guild) Hubbard
WCCO, 830, 50 KW , TALK/VARIETY/MOR CBS, $215.00 (CBS Spot)

WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY NBC, $109.38 (Blair) Storz
WWTC, 1280, 5 KW (DA-N) , CONTEMP/AC MBS, $ 39.13 (Masla)

FM STATIONS

KDWB-F, 101.3, 100 KW @ 822, AOR , $ 84.38 (RAR) Doubleday
KEEY-F, 102.1, 100 KW @ 822, BTFL MUS (Bonne) , $ 59.50 (Katz) Malrite
KQRS-F+, 92.5, 50 KW @ 822, AOR (Burk-Abr) Source, $107.50 (Torbet) McKenna
KRSI-F, 104.1, 52 KW @ 260, BIG BAND/NOST (Al Ham)ABC-F, $ 35.00 (Buckley) Park
KSTP-F, 94.5, 100 KW @ 1250, CONTEMP , $123.75 (Christal) Hubbard

KTCR-F, 97.1, 50 KW @ 150, COUNTRY (TM) , $ 25.00 (Roslin)
WAYL-F, 93.7, 100 KW @ 822, BTFL MUS (FM-100) , $ 50.63 (MMR) Entercom
WCCO-F, 102.9, 100 KW @ 1304, AC ABC-C, $ 43.13 (Eastman)
WLOL-F, 99.5, 100 KW @ 844, SOFT ROCK RKO, $ 49.00 (RKO) Liggett

TV STATIONS

KMSP	Minneapolis	9	IND, 20th Century Fox
KSTP	Minneapolis	5	ABC, Hubbard
WCCO	Minneapolis	4	CBS
WTCN	Minneapolis	11	NBC, Metromedia

NEWSPAPERS

Minneapolis Star	E	206,700
Minneapolis Tribune	M	230,815
St Paul Dispatch	E	114,858, Knight-Ridder
St Paul Pioneer Press	M	100,672, Knight-Ridder

MOBILE

Market # 91
Revenue Rank # 95
Income Rank # 208
APR 15.0
SMSA Pop: 463,900
CSI: 2.9 Bil (# 102)

Revenue : $4,959,547
Income : $ -130,987
% Rev Gain: +1.8
Stations: 14/17
Diaries: 768/604:1
CSI HH: 19.1 M (# 255)

National Rev: $843,946
Nat Rev per Cap: $1.88
Tot Rev per Cap: $11.06
Tot Inc per Cap: $-.29
Profit Margin: ---
Retail $: 1.7 Bil (# 104)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WKSJ-F	126/23.8	20.1	15.5	8.8	10.7
2. WABB-F	78/14.7	11.5	13.3	16.8	10.2
3. WKRG-F	69/13.0	13.3	17.2	15.8	14.1
4. WBLX-F	51/ 9.6	9.0	8.4	7.4	11.3
5. WKRG	37/ 7.0	10.5	10.0	10.6	6.8
6. WGOK	34/ 6.4	10.9	6.5	6.9	5.9
7. WLPR-F	33/ 6.2	6.1	6.3	7.6	10.5
8. WABB	16/ 3.0	3.5	4.1	5.1	5.1
9. WUNI	15/ 2.8	1.0	2.0	4.2	9.4
10. WMOB	13/ 2.5	3.3	1.6	2.1	3.7

12+ TSA 1/4	
1. WKSJ-F	144
2. WKRG-F	119
3. WABB-F	101
4. WBLX-F	95
5. WJLQ-F	54
6. WKRG	38
7. WGOK	34
WLPR-F	34
9. WQID-F	31
10. WABB	16

12+ TSA CUME/MSA CUME RAT	
1. WKRG-F	1914/29.3
2. WABB-F	1573/31.1
3. WKSJ-F	1347/31.9
4. WBLX-F	1217/21.2
5. WJLQ-F	802/ 2.6
6. WKRG	538/14.7
7. WGOK	501/13.6
8. WLPR-F	457/12.0
9. WABB	425/11.2
10. WQID-F	407/ 1.9

12+ FM SHARE (METRO): 74.43% (361 of 485) (A/M 80: 67.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WABB-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F+
2. WBLX-F	2. WKSJ-F	2. WABB-F	2. WABB-F		2. WKRG-F
3. WABB-F	3. WKRG-F	3. WKRG-F	3. WKRG-F		3. WABB-F+
4. WKSJ-F	4. WBLX-F	4. WBLX-F	4. WBLX-F		4. WBLX-F

OTHER RATED STATIONS/METRO SHARE

WKSJ	1270	.9	WJLQ-F	100.7	Pensacola	.4
WMOO	1550	.8	WQID-F	93.7	Biloxi	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (1)	151 (4)	167 (5)	34.4
COUNTRY	20 (2)	126 (1)	146 (3)	30.1
BLACK	34 (1)	51 (1)	85 (2)	17.5
MOR/AC	50 (2)		50 (2)	10.3
BTFL MUSIC		33 (1)	33 (1)	6.8
RELIGION	4 (1)		4 (1)	0.8
			485 (14)	

RADIO STATIONS

WABB, 1480, 5 KW (DA-N) , CONTEMP	ABC-C, $38.48	(Eastman)	
WGOK, 900, 1 KW , BLACK	SBN, $15.00	(Savalli)	
WKRG, 710, 1 KW/500 W (DA-N), MOR	CBS,MBS, $23.75	(HR/Stone)	
WMOB, 840, 1 KW (DAYS) , MOR	ABC-E, $16.00	(Bolton)	
WUNI, 1410, 5 KW (DA-N) , COUNTRY	NBC, $17.25	(PRO)	Kirk
WABB-F, 97.5, 100 KW @ 593, ROCK	ABC-C, $38.48	(Eastman)	
WBLX-F, 92.9, 63 KW @ 470, BLACK	NBN, $29.00	(Howard)	
WKRG-F, 99.9, 100 KW @ 850, ROCK	ABC-E, $42.75	(HR/Stone)	
WKSJ-F, 94.9, 100 KW @ 410, COUNTRY (Century 21)	, $35.00	(Blair)	Capitol
WLPR-F, 96.1, 40 KW @ 444, BTFL MUS (TM)	, $17.00	(----)	

WJLQ - See Pensacola WQID - See Biloxi Condensed Report

TV STATIONS

WALA	Mobile	10	NBC, Detroit News
WEAR	Pensacola	3	ABC, Rollins
WKRG	Mobile	5	CBS

NEWSPAPERS			
Mobile Press	E	53,616,	Newhouse
Mobile Register	M	50,174,	Newhouse

MODESTO

Market # 143
Revenue Rank # 147
Income Rank # 199
APR 15.4
SMSA Pop: 271,500
CSI: 2.0 Bil (# 136)

Revenue : $2,872,864
Income : $ -80,747
% Rev Gain: -10.1
Stations: 19/9
Diaries: 491/553:1
CSI HH: 20.9 M (# 170)

National Rev: $843,946
Nat Rev per Cap: $4.57
Tot Rev per Cap: $10.58
Tot Inc per Cap: $-.30
Profit Margin: ---
Retail $: 1.2 Bil (# 147)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KBEE-F	35/10.3	10.5	7.1
2. KOSO-F	30/ 8.8	6.2	2.5
3. KHOP-F	28/ 8.3	6.9	2.1
KFIV-F	20/ 5.9	7.2	7.5
5. KTRB	20/ 5.9	8.0	10.0
6. KCBS	19/ 5.6	6.9	3.6
7. KRAK	17/ 5.0	3.3	5.0
KCEY	17/ 5.0	5.8	2.9
9. KNBR	15/ 4.4	5.8	8.2
KMYT-F	15/ 4.4	5.8	2.5

12+ TSA 1/4	
1. KHOP-F	79
2. KRAK	71
3. KOSO-F	58
4. KFYE-F	56
5. KCBS	47
6. KSTN-F	45
7. KNBR	44
8. KMYT-F	39
9. KBEE-F	36
10. KCEY	33
KTRB	33

12+ TSA CUME/MSA CUME RAT	
1. KHOP-F	1159/19.0
2. KRAK	856/ 9.6
3. KCBS	825/13.6
4. KNBR	802/14.4
5. KOSO-F	723/14.6
6. KFYE-F	558/ 3.9
7. KTRB	544/15.9
8. KFRC	491/ 6.2
9. KCEY	463/ 8.8
10. KFIV-F	433/17.4

12+ FM SHARE (METRO): 58.94% (178 of 302) (A/M 80: 54.47%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOP-F	1. KOSO-F	1. KOSO-F	1. KBEE-F	1. KBEE-F	1. KRAK
2. KFIV-F	2. KFIV-F	KFIV-F	2. KCEY	2. KCEV	2. KCBS
KOSO-F	3. KHOP-F	3. KRAK	3. KRAK	KRAK	3. KHOP-F
				KMYT-F	

OTHER RATED STATIONS/METRO SHARE

KBEE	970		3.5
KFIV	1360		2.1
KLOC	920	Ceres	3.8
KMIX-F	98.3	Turlock	4.1
KAMB-F	101.5	Merced	2.7
KFRC	610	San Francisco	1.2
KFYE-F	93.7	Fresno	1.5
KQKK-F	96.7	Manteca	2.9
KSTN-F	107.3	Stockton	1.2

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (2)	109 (6)	120 (8)	39.7
COUNTRY	54 (3)	10 (1)	64 (4)	21.2
BTFL MUSIC	12 (1)	50 (2)	62 (3)	20.5
NEWS/TALK	19 (1)		19 (1)	6.3
MOR/AC	15 (1)		15 (1)	5.0
SPANISH	13 (1)		13 (1)	4.3
UNKNOWN		9 (1)	9 (1)	3.0
			302 (19)	

RADIO STATIONS

KCEY, 1390, 5 KW (DA-2) , COUNTRY	ABC-E,	$18.00	(Christal)	Behan
KTRB, 860, 10 KW/1 KW (DA-2), COUNTRY	MBS,	$21.75	(Torbet)	
KBEE-F, 103.3, 11 KW @ 150, BTFL MUS (TM)	,	$13.83	(Katz)	McClatchy
KFIV-F, 102.3, 3 KW @ 300, CONTEMP	,	$29.75	(Mc-Guild)	
KHOP-F, 104.1, 50 KW @ 499, ROCK	MBS,	$21.75	(Torbet)	
KOSO-F, 93.1, 3 KW @ 3300, ROCK	ABC-I,	$13.00	(Selcom)	Space Com
KMYT-F, 97.5, 50 KW @ 493, BTFL MUSIC	,	$11.50	(Torbet)	(MERCED)

OTHER STATIONS - See San Francisco, Sacramento, Fresno and Stockton

TV and NEWSPAPER see Sacramento

MONTGOMERY

Market # 142	Revenue : $4,253,160	National Rev: $616,067
Revenue Rank # 111	Income : $ -202,423	Nat Rev per Cap: $2.27
Income Rank # 220	% Rev Gain: +10.2	Tot Rev per Cap: $15.65
APR 16.5	Stations: 15/14	Tot Inc per Cap: $-.75
SMSA Pop: 271,700	Diaries: 522/520:1	Profit Margin: ---
CSI: 1.9 Bil (# 143)	CSI HH: 21.1 M (# 161)	Retail $: 1.1 Bil (# 157)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WHHY	72/19.6	18.5	17.9	1. WLWI-F	110	1. WLWI-F	1161/27.5
2. WLWI-F	66/18.0	17.6	9.6	2. WHHY	73	2. WHHY-F	1080/25.6
3. WHHY-F	45/12.3	13.7	20.3	3. WHHY-F	66	3. WHHY	863/35.1
4. WREZ-F	34/ 9.3	7.0	10.3	4. WBAM	53	4. WBAM	665/10.7
5. WBAM-F	31/ 8.4	6.4	4.5	5. WBAM-F	48	5. WBAM-F	629/15.8
6. WXVI	29/ 7.9	9.6	5.2	6. WREZ-F	35	6. WQIM-F	443/13.7
7. WQIM-F	25/ 6.8	6.7	7.6	7. WQIM-F	32	7. WREZ-F	419/16.3
8. WBAM	17/ 4.6	6.1	7.9	8. WXVI	31	8. WCOV	389/12.4
9. WCOV	16/ 4.4	4.5	3.8	9. WBIL	29	9. WXVI	388/14.8
10. WLSQ	4/ 1.1	1.9	3.4	10. WCOV	18	10. WBIL	235/ 2.6

12+ FM SHARE (METRO): 57.10% (201 of 352) (A/M 80: 53.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHHY	1. WLWI-F	1. WLWI-F	1. WLWI-F	1. WLWI-F	1. WHHY+
2. WBAM-F	2. WHHY-F	2. WHHY	2. WHHY	2. WHHY	2. WLWI-F
3. WQIM-F	3. WHHY	3. WHHY-F	3. WHHY-F	3. WREZ-F	3. WBAM

OTHER RATED STATIONS/METRO SHARE

WABT	1000		.5	WAPI	1070	Birmingham	.8
WETU	1250	Wetumpka	.5	WBIL	580	Tuskegee	.8
WMGY	800		.8				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	76 (2)	76 (2)	152 (4)	43.2
COUNTRY	19 (2)	66 (1)	85 (3)	24.1
BLACK	32 (2)	25 (1)	57 (3)	16.2
BTFL MUSIC		34 (1)	34 (1)	9.7
BIG BAND	16 (1)		16 (1)	4.5
MOR/AC	5 (2)		5 (2)	1.4
RELIGION	3 (1)		3 (1)	0.9
			352 (15)	

RADIO STATIONS

WBAM, 740, 50 KW (DAYS,DA) , COUNTRY , $13.00 (Torbet)
WCOV, 1170, 10 KW/1 KW (DA-2), BIG BAND NBC, $11.75 (Savalli) Gay-Bell
WHHY, 1440, 5 KW/1 KW (DA-N), ROCK ABC-C, $39.75 (Masla)
WLSQ, 950, 1 KW (DA-N) , AOR (Burk-Abr) Source, $18.75 (Buckley)
WXVI, 1600, 5 KW/1 KW (DA-2), BLACK NBN, $18.00 (Howard)
WBIL, 580, 500 W (DAYS) , BLACK SBN, $ 8.50 (Carpenter) (TUSKEGEE)

WBAM-F, 98.9, 100 KW @ 730, CONTEMP (Drake-Chen) , $13.00 (Torbet)
WHHY-F, 101.9, 100 KW @ 1050, ROCK , $39.75 (Masla)
WLWI-F, 92.3, 100 KW @ 700, COUNTRY ABC-E, $22.00 (HR/Stone)
WQIM-F, 95.3, 3 KW @ 230, BLACK , $12.80 (Selcom)
WREZ-F, 103.3, 28 KW @ 290, BTFL MUS (Schulke) MBS, $18.75 (Buckley)

TV STATIONS

WCOV	Montgomery	20	CBS, Gay-Bell
WKAB	Montgomery	32	ABC, Bahakel
WSFA	Montgomery	12	NBC, Cosmos

NEWSPAPERS			
	Montgomery Advertiser	M	47,551, Multimedia
	Montgomery Journal	E	24,495, Multimedia

NASHVILLE

Market # 51; ADI # 30
Revenue Rank # 37
Income Rank # 245
APR 15.2
SMSA Pop: 819,200
CSI: 6.2 Bil (# 52)

Revenue : $13,270,915
Income : $ -496,409
% Rev Gain: +9.0
Stations: 23/27
Diaries: 995/823:1
CSI HH: 20.9 M (# 173)

National Rev: $3,766,776
Nat Rev per Cap: $4.70
Tot Rev per Cap: $16.56
Tot Inc per Cap: $-.62
Profit Margin: ---
Retail $: 3.8 Bil (# 44)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WKDF-F	125/11.9	7.3	5.2	4.6	8.5
2. WSM-F	98/ 9.4	6.5	6.0	5.8	8.1
WSIX-F	98/ 9.4	11.0	9.9	6.9	8.7
4. WWKX-F	86/ 8.2	8.3	6.0	6.8	6.1
WZEZ-F	86/ 8.2	11.5	9.9	11.5	11.3
6. WVOL	82/ 7.8	9.0	10.6	6.3	4.6
7. WSM	66/ 6.3	8.5	7.8	10.4	7.9
8. WLAC	59/ 5.6	4.5	6.1	7.9	9.5
9. WBYQ-F	53/ 5.1	3.7	5.6	4.9	6.5
10. WSIX	41/ 3.9	3.4	4.2	5.1	3.4

12+ TSA 1/4	
1. WWKX-F	181
2. WSIX-F	161
3. WSM	154
4. WKDF-F	142
5. WSM-F	124
6. WZEZ-F	114
7. WVOL	85
8. WLAC	80
9. WBYQ-F	53
10. WSIX	43

12+ TSA CUME/MSA CUME RAT	
1. WSM	2880/18.9
2. WWKX-F	2710/19.0
3. WSIX-F	2126/17.8
4. WKDF-F	1904/21.3
5. WSM-F	1793/17.1
6. WZEZ-F	1318/14.2
7. WLAC	1244/13.5
8. WVOL	964/12.4
9. WBYQ-F	958/13.7
10. WSIX	885/11.9

12+ FM SHARE (METRO): 62.08% (596 of 960) (A/M 80: 53.71%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WSIX-F	1. WZEZ-F	1. WSM
2. WWKX-F	2. WSM-F	2. WSM-F	2. WSM-F	2. WSIX-F	2. WSIX-F
3. WVOL	3. WWKX-F	3. WWKX-F	3. WZEZ-F	3. WSM	3. WWKX-F
	4. WVOL	4. WSIX-F	4. WBYQ-F	4. WSM-F	4. WSM-F
	5. WBYQ-F	5. WVOL	5. WKDF-F	5. WLAC	5. WKDF-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	264 (3)	284 (4)	29.6
COUNTRY	110 (5)	112 (3)	222 (8)	23.1
MOR/AC	45 (2)	113 (2)	158 (4)	16.5
BTFL MUSIC		107 (2)	107 (2)	11.1
BLACK	82 (1)		82 (1)	8.5
NEWS/TALK	59 (1)		59 (1)	6.1
BIG BAND	30 (1)		30 (1)	3.1
RELIGION	18 (2)		18 (2)	1.9
			960 (23)	

NASHVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WWKX-F	1. WSM	1. WVOL
2. WSIX-F	2. WWKX-F	2. WKDF-F
3. WSM	3. WSIX-F	3. WSIX-F
4. WKDF-F	4. WKDF-F	4. WZEZ-F
5. WSM-F	5. WSM-F	5. WSM-F
6. WZEZ-F	6. WZEZ-F	6. WSM
7. WVOL	7. WLAC	7. WSIX
8. WLAC	8. WVOL	8. WBYQ-F
9. WBYQ-F	9. WBYQ-F	9. WWKX-F
10. WSIX	10. WSIX	10. WLAC
11. WKOA-F	11. WKOS-F	
WANY-F+	12. WMAK	
13. WGGC-F	13. WKOA-F	
WABD	14. WJYN-F	
15. WKOS-F	15. WAKQ-F	

OTHER RATED STATIONS/METRO SHARE			
WAMB	1170		2.9
WDBL-F+	94.3	Springfield	.6
WGNS	1450	Murfreesboro	.4
WJRB	1430	Madison	1.9
WJYN-F	105.9		2.0
WKDA	1240		1.5
WKOS-F	96.3	Murfreesboro	1.4
WMAK	1300		1.9
WMTS	810	Murfreesboro	.7
WNAH	1360		.6
WUSW-F	107.3	Lebanon	.9
WWGM	1560		1.1

ADI FM SHARE: 64.84% (1195 of 1843) (A/M 80: 54.59%)

AM STATIONS

WLAC, 1510, 50 KW (DA-N) , NEWS/TALK , $48.00 (Blair) Sudbrink
WMAK, 1300, 5 KW (DA-N) , CONTEMP , $27.00 (HR/Stone) Mooney
WSIX, 980, 5 KW (DA-N) , MOR CBS, $88.75 (Katz) GE

WSM , 650, 50 KW , COUNTRY NBC, $83.12 (Christal)
WVOL, 1470, 5 KW/1 KW (DA-N), BLACK NBN, $44.00 (Howard)
WABD, 1370, 1 KW (DAYS) , CONTEMP ABC-C, $ 6.00 (----) (FORT CAMPBELL)

FM STATIONS

WJYN-F, 105.9, 100 KW @ 410, BTFL/VOCAL (Schulke II) , $32.00 (Blair) Sudbrink
WKDF-F, 103.3, 100 KW @ 550, AOR , $45.00 (Torbet) Dick
WBYQ-F, 92.1, 3 KW @ 300, ROCK , $27.00 (HR/Stone) Mooney
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY , $88.75 (Katz) GE
WKOS-F, 96.3, 20 KW @ 170, CONTEMP , $ 8.00 (Midsouth) (MURFREESBORO)

WSM-F , 95.5, 100 KW @ 1280, AC , $83.12 (Christal)
WWKX-F, 104.5, 100 KW @ 1050, ROCK , $45.00 (Masla)
WZEZ-F, 92.9, 100 KW @ 547, BTFL MUS (Bonne) , $45.00 (Selcom) South Central
WKOA-F, 100.3, 100 KW @ 602, ROCK , $10.50 (----) (HOPKINSVILLE)
WGGC-F, 95.1, 100 KW @ 385, COUNTRY , $ 7.00 (Regional) (GLASGOW)
WAKQ-F, 101.1, 100 KW @ 513, CONTEMP , $ 7.50 (----) (RUSSELLVILLE)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND, Multimedia
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	84,134, Gannett
Nashville Tennessean	M	135,688, Gannett

NASSAU-SUFFOLK

Revenue Rank # 38	Revenue : $12,835,913	Diaries: 1235
Income Rank # 36	Income : $ 1,300,887	Stations: 42/16
APR 17.8	% Rev Change: +31.4	Retail Sales: 12.4 Bil (#11)
CSI: 25.2 Bil (# 11)	CSI HH: 29.6 M (# 4)	

NOTE: Nassau-Suffolk is a portion of the New York Metro. For this market only those stations home to Nassau-Suffolk are listed. There is no TSA.

12+ METRO	1/4/SHARE	FAL 80	SPG 80	A/M 79
1. WBLI-F	174/4.5	4.9	4.5	4.2
2. WHLI	143/3.7	4.0	3.6	1.5
3. WBAB-F	128/3.3	2.7	1.8	1.5
4. WTFM-F	106/2.7	2.6	2.5	2.1
5. WALK-F+	90/2.3	2.5	2.6	3.3
6. WCTO-F	89/2.3	2.9	3.2	3.2
7. WKJY-F	87/2.3	1.5	1.8	1.8
8. WLIR-F	77/2.0	1.6	1.9	3.4
9. WGSM	55/1.4	1.3	1.5	2.0
10. WRCN-F	31/ .8	.8	1.2	1.8

12+ CUME/CUME RATING	
1. WBLI-F	2735/12.6
2. WBAB-F	2251/10.4
3. WLIR-F	1637/ 7.6
4. WTFM-F	1442/ 6.7
5. WALK-F+	1375/ 6.4
6. WCTO-F	1253/ 5.8
7. WHLI	1164/ 5.4
8. WKJY-F	783/ 3.6
9. WGSM	697/ 3.2
10. WRCN-F	687/ 3.2

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBAB-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WHLI	1. WBLI-F
2. WLIR-F	2. WBAB-F	2. WBAB-F	2. WTFM-F	2. WCTO-F	2. WBAB-F
3. WBLI-F	3. WTFM-F	WTFM-F	3. WALK-F+	3. WALK-F+	3. WHLI
4. WRCN-F	4. WLIR-F	4. WLIR-F	4. WCTO-F	4. WGSM	4. WALK-F+

AM STATIONS

WHLI, 1100, 10 KW (DAYS,DA), BIG BAND/NOST (Al Ham) , $35.00 (Masla)
WGSM, 740, 5 KW (DAYS,DA), MOR , $39.00 (Mc-Guild) Greater Media

FM STATIONS

WALK-F+, 97.5, 15 KW @ 520, BTFL/BIG BAND , $23.75 (Roslin)
WBAB-F, 102.3, 3 KW @ 175, AOR , $28.00 (----) Franz Allina
WBLI-F, 106.1, 10 KW @ 500, ROCK , $47.00 (Masla)
WCTO-F, 94.3, 3 KW @ 300, BTFL MUS , $39.00 (Mc-Guild) Greater Media
WKJY-F, 98.3, 3 KW @ 300, BTFL MUS , $35.00 (Masla)
WLIR-F, 92.7, 3 KW @ 300, AOR , $70.00 (Roslin)
WRCN-F, 103.9, 3 KW @ 320, AOR (Burk-Abr) , $25.00 (Lotus)

WTFM - See New York

NEW HAVEN

Market # 56 (97 on SMSA basis)	Revenue: $5,607,842	National Rev: $1,148,350
Revenue Rank # 82	Income : $ -108,244	Nat Rev per Cap: $1.53
Income Rank # 203	% Rev Change: +10.3	Tot Rev per Cap: $7.44
APR 16.3	Stations: 22/6	Tot Inc per Cap: $-.14
SMSA Pop: 417,300	Diaries: 657/635:1	Profit Margin: ---
CSI: 6.5 Bil (# 47)	CSI HH: 23.8 M (# 48)	Retail $: 2.8 Bil (# 62)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WELI	111/18.4	20.0	18.5	21.6	16.8
2. WKCI-F	56/ 9.3	10.7	11.0	8.4	7.6
3. WNBC	41/ 6.8	5.2	6.8	6.0	4.5
4. WPLR-F	37/ 6.1	9.3	7.8	7.9	8.9
WCBS	37/ 6.1	4.1	4.9	3.3	2.9
6. WNHC	35/ 5.8	1.8	2.0	.8	1.8
7. WHCN-F	32/ 5.3	3.2	2.5	1.9	1.8
8. WAVZ	29/ 4.8	8.2	4.4	1.6	10.5
9. WEZN-F	28/ 4.7	5.5	6.1	5.2	4.2
10. WKSS-F	25/ 4.2	2.3	3.1	6.2	4.2

12+ TSA 1/4	
1. WKCI-F	119
2. WELI	116
3. WNBC	63
4. WKSS-F	58
5. WPLR-F	57
WEZN-F	57
7. WHCN-F	54
8. WCBS	52
9. WTIC	51
10. WDRC-F	43

12+ TSA CUME/MSA CUME RAT	
1. WKCI-F	1694/22.7
2. WELI	1417/34.2
3. WNBC	1288/21.8
4. WTIC	887/ 9.5
5. WCBS	876/17.7
6. WPLR-F	862/14.3
7. WDRC-F	822/10.2
8. WEZN-F	769/11.4
9. WHCN-F	718/ 9.9
10. WWYZ-F	694/10.2

12+ FM SHARE (METRO): 48.26% (264 of 547) (A/M 80: 49.53%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WKCI-F	1. WKCI-F	1. WELI	1. WELI	1. WELI
2. WNBC	2. WPLR-F	2. WELI	2. WKCI-F	2. WFZN-F	2. WKCI-F
WDRC-F	3. WNBC	3. WPLR-F	3. WNBC	3. WCBS	3. WTIC
4. WKCI-F	4. WNHC	4. WNBC	4. WCBS	WAVZ	4. WNBC

OTHER RATED STATIONS/METRO SHARE

WYBC-F	94.3		2.2	WTIC-F	96.5	Hartford	.7
WDRC	1360	Hartford	.2	WWYZ-F	92.5	Waterbury	3.7
WDRC-F	102.9	Hartford	3.5	WABC	770	New York	.3
WIOF-F	104.1	Waterbury	2.0	WBLS-F	107.5	New York	1.0
WRCH-F	100.5	New Britain	1.3	WHN	1050	New York	1.0
WTIC	1080	Hartford	2.5	WOR	710	New York	1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	78 (3)	184 (7)	262 (10)	47.9
MOR/AC	127 (3)		127 (3)	23.2
BTFL MUSIC		61 (3)	61 (3)	11.2
NEWS/TALK	43 (2)		43 (2)	7.9
BIG BAND	29 (1)		29 (1)	5.3
BLACK/JAZZ		19 (2)	19 (2)	3.5
COUNTRY	6 (1)		6 (1)	1.1
			547 (22)	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), BIG BAND/NOST (Al Ham)	ABC-I,	$55.00	(Mc-Guild)	
WELI, 960, 5 KW (DA-N), MOR	,	$62.25	(Blair)	Insilco
WNHC, 1340, 1 KW/250 W , CONTEMP	,	$25.00	(Savalli)	
WKCI-F, 101.3, 10 KW @ 1070, ROCK	,	$55.00	(Mc-Guild)	
WPLR-F, 99.1, 10 KW @ 950, ROCK	,	$67.65	(Eastman)	General

WEZN - See Bridgeport

Other Stations - See New York or Hartford

FOR ADI, TV AND NEWSPAPER INFO SEE HARTFORD

NEW ORLEANS

Market # 34; ADI # 36
Revenue Rank # 32
Income Rank # 31
APR 15.5
SMSA Pop: 1,190,200
CSI: 9.9 Bil (# 33)

Revenue : $15,291,350
Income : $ 1,468,551
% Rev Gain: +8.7
Stations: 20/20
Diaries: 1321/901:1
CSI HH: 23.6 M (# 52)

National Rev: $3,862,712
Nat Rev per Cap: $3.34
Tot Rev per Cap: $13.22
Tot Inc per Cap: $1.27
Profit Margin: 9.6%
Retail $: 5.2 Bil (# 35)

12+ METRO	1/4/SHARE	FAL 80	SPG 80	FAL 79	SPG 79
1. WEZB-F	153/10.3	10.7	10.3	4.2	3.0
2. WAIL-F	124/ 8.4	5.2	3.7	4.4	2.9
3. WRNO-F	120/ 8.1	6.5	4.8	4.4	7.4
4. WTIX	115/ 7.8	6.9	8.4	6.8	8.7
5. WBYU-F	114/ 7.7	8.0	8.6	11.6	11.5
6. WNOE-F	99/ 6.7	9.9	4.2	4.6	5.0
7. WQUE-F	92/ 6.2	4.5	5.1	6.9	7.4
8. WAJY-F	88/ 5.9	3.1	3.0	3.4	3.9
9. WYLD-F	83/ 5.6	6.7	7.0	3.8	3.6
10. WSMB	77/ 5.2	5.7	6.5	7.4	7.2
11. WWL	58/ 3.9	4.8	4.5	6.2	5.6
12. WGSO	45/ 3.0	5.6	5.2	6.3	4.9

12+ TSA 1/4	
1. WEZB-F	218
2. WTIX	182
3. WAIL-F	171
4. WRNO-F	144
5. WNOE-F	142
6. WBYU-F	132
7. WWL	112
WAJY-F	112
9. WQUE-F	109
10. WSMB	104
11. WSMB	86
12. WGSO	53

12+ TSA CUME/MSA CUME RAT	
1. WTIX	3248/17.4
2. WEZB-F	2875/21.0
3. WNOE-F	2251/15.0
4. WWL	2151/12.0
5. WQUE-F	1805/14.8
6. WAIL-F	1798/12.9
7. WRNO-F	1716/14.3
8. WAJY-F	1657/13.3
9. WBYU-F	1599/13.3
10. WYLD-F	1262/10.2
11. WNOE	1250/ 8.4
12. WGSO	994/ 8.3

12+ FM SHARE (METRO): 62.90% (873 of 1388) (A/M 80: 49.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAIL-F	1. WEZB-F	1. WEZB-F	1. WTIX	1. WBYU-F	1. WTIX
2. WEZB-F	WRNO-F	2. WRNO-F	2. WNOE-F	2. WNOE-F	2. WWL
3. WRNO-F	3. WTIX	3. WTIX	3. WAJY-F	3. WAJY-F	3. WEZB-F
4. WTIX	4. WQUE-F	4. WQUE-F	4. WQUE-F	4. WSMB	4. WNOE-F
5. WYLD-F	5. WYLD-F	5. WNOE-F	5. WEZB-F	5. WWL	5. WBYU-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	115 (1)	448 (4)	563 (5)	40.6
BLACK/URBAN	84 (3)	124 (1)	208 (4)	15.0
BTFL MUSIC		202 (2)	202 (2)	14.6
MOR/AC/VARIETY	144 (3)		144 (3)	10.4
COUNTRY	30 (1)	99 (1)	129 (2)	9.3
BIG BAND/NOSTALGIA	77 (2)		77 (2)	5.5
NEWS/TALK	45 (1)		45 (1)	3.2
RELIGION	20 (1)		20 (1)	1.4
			1388 (20)	

NEW ORLEANS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WEZB-F	1. WEZB-F	1. WEZB-F
2. WTIX	2. WTIX	2. WAIL-F
3. WAIL-F	3. WNOE-F	3. WTIX
4. WRNO-F	4. WQUE-F	4. WNOE-F
5. WNOE-F	5. WWL	5. WYLD-F
6. WBYU-F	6. WRNO-F	6. WRNO-F
7. WQUE-F	7. WAJY-F	7. WAJY-F
8. WAJY-F	8. WBYU-F	8. WBYU-F
9. WYLD-F	9. WAIL-F	9. WWL
10. WWL	10. WYLD-F	10. WBOK
11. WSMB	11. WNOE	
12. WGSO	12. WGSO	
13. WSHO	13. WSMB	
14. WNOE	14. WBOK	
15. WNNR	15. WYLD	

OTHER RATED STATIONS/METRO SHARE			
WARB	730	Covington	.6
WBOK	1230		1.8
WNNR	990		2.3
WNOE	1060		2.0
WSHO	800		2.8
WVOG	600		1.4
WWIW	1450		2.4
WYLD	940		1.6

ADI FM SHARE: 62.28% (1202 of 1930) (A/M 80: 51.86%)

AM STATIONS

WBOK,	1230,	1 KW/250 W	, BLACK	SBN,	$32.75	(Buckley)	Shamrock
WGSO,	1280,	5 KW (DA-1)	, NEWS/TALK	ABC-I,	$61.60	(Eastman)	Insilco
WNNR,	990,	1 KW (DAYS)	, BLACK	NBN,	$15.00	(Selcom)	Security
WNOE,	1060,	50 KW/5 KW (DA-1)	, COUNTRY	,	$30.00	(Mc-Guild)	
WSHO,	800,	1 KW (DAYS,DA)	, BIG BAND/NOST (Al Ham)	,	$26.95	(Christal)	Swanson
WSMB,	1350,	5 KW (DA-N)	, MOR	ABC-C,	$29.00	(Howard)	McMillan
WTIX,	690,	10 KW/5 KW (DA-2)	, CONTEMP	,	$69.00	(Blair)	Storz
WWL ,	870,	50 KW (DA-1)	, VARIETY/COUNTRY	CBS,	$74.00	(Katz)	Loyola Univ
WYLD,	940,	10 KW/500 W (DA-1)	, BLACK (Drake-Chen)	,	$22.50	(HR/Stone)	

FM STATIONS

WAIL-F,	105.3,	100 KW @ 407,	URBAN	NBN,	$25.00	(Selcom)	Security
WAJY-F,	101.9,	100 KW @ 825,	BTFL MUS (Schulke II)	,	$74.00	(Katz)	Loyola Univ
WBYU-F,	95.7,	100 KW @ 600,	BTFL MUS (Schulke)	,	$53.38	(Christal)	Swanson
WEZB-F,	97.1,	100 KW @ 511,	ROCK	RKO,	$60.00	(Torbet)	EZ
WNOE-F,	101.1,	100 KW @ 440,	COUNTRY (TM)	,	$50.00	(Mc-Guild)	
WQUE-F,	93.3,	100 KW @ 512,	CONTEMP	,	$61.60	(Eastman)	Insilco
WRNO-F,	99.5,	100 KW @ 500,	ROCK	ABC-F,	$44.88	(Masla)	Gulf South
WYLD-F,	98.5,	100 KW @ 480,	AOR	,	$40.00	(HR/Stone)	

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos
WGNO	New Orleans	26	IND, General Media
WVUE	New Orleans	8	ABC, Gaylord
WWL	New Orleans	4	CBS, Loyola Univ

NEWSPAPERS

New Orleans Times-Picayune	M	213,283, Newhouse
New Orleans States-Item	E	111,043, Newhouse

NEW YORK

Market # 1; ADI # 1	Revenue : $114,237,435	National Rev: $33,411,439
Revenue Rank # 2	Income : $ 13,557,470	Nat Rev per Cap: $3.67
Income Rank # 3	% Rev Gain: +1.3	Tot Rev per Cap: $12.55
APR 18.4	Stations: 43/41	Tot Inc per Cap: $1.49
SMSA Pop: 8,978,500	Diaries: 5154/1742:1	Profit Margin: 11.9%
CSI: $83.2 Bil (# 1)	CSI HH: $23.4 M (# 63)	Retail $: $32.2 Bil (# 2)

12+ METRO 1/4/SHARE			WIN 81	FAL 80	SUM 80	SPG 80
1.	WBLS-F	1848/7.4	6.4	7.1	8.1	8.1
2.	WKTU-F	1580/6.4	6.5	8.3	6.2	6.7
3.	WOR	1463/5.9	6.5	6.2	5.7	5.2
4.	WRFM-F	1228/4.9	4.4	4.3	4.7	4.7
5.	WCBS	1201/4.8	4.7	4.8	5.1	5.5
6.	WNBC	1156/4.6	4.8	4.7	4.7	4.1
7.	WABC	1143/4.6	3.5	3.6	4.2	4.5
8.	WPLJ-F	1120/4.5	4.1	3.7	4.2	3.9
9.	WINS	1063/4.3	5.3	4.9	4.6	4.9
10.	WNEW	922/3.7	2.9	2.7	3.1	3.1
11.	WYNY-F	897/3.6	3.7	3.2	2.2	2.4
12.	WPAT-F	889/3.6	3.7	3.9	3.9	3.4
13.	WPAT	700/2.8	2.5	2.4	2.3	2.6
14.	WNEW-F	696/2.8	3.0	2.8	2.9	2.3
15.	WHN	604/2.4	2.2	2.6	2.6	2.5
16.	WMCA	559/2.2	2.4	2.3	2.9	3.1
17.	WCBS-F	553/2.2	2.5	2.9	2.9	2.9
18.	WPIX-F	541/2.2	2.2	1.8	1.6	1.4
19.	WADO	488/2.0	2.0	1.7	2.2	2.0
20.	WTFM-F	397/1.6	1.5	1.8	1.8	1.7
	WXLO-F	397/1.6	1.8	1.1	1.6	1.9

12+ TSA 1/4		
1.	WBLS-F	1871
2.	WOR	1624
3.	WKTU-F	1616
4.	WNBC	1522
5.	WCBS	1352
6.	WABC	1313
7.	WRFM-F	1279
8.	WPLJ-F	1170
9.	WINS	1078
10.	WNEW	966
11.	WYNY-F	944
12.	WPAT-F	921
13.	WNEW-F	734
14.	WHN	722
15.	WPAT	707
16.	WMCA	587
17.	WCBS-F	580
18.	WPIX-F	569
19.	WADO	491
20.	WTFM-F	414

12+ TSA CUME/MSA CUME RAT		
1.	WNBC	29529/16.8
2.	WABC	28376/18.2
3.	WCBS	25385/16.1
4.	WINS	23751/17.2
5.	WKTU-F	21398/15.6
6.	WOR	20742/13.9
7.	WBLS-F	19405/14.1
8.	WYNY-F	17261/12.1
9.	WPLJ-F	16793/11.5
10.	WNEW	13552/ 9.3
11.	WRFM-F	12925/ 9.0
12.	WPAT-F	12023/ 8.6
13.	WPIX-F	11789/ 8.3
14.	WNEW-F	11447/ 8.0
15.	WCBS-F	11332/ 8.0
16.	WHN	11121/ 7.0
17.	WMCA	11017/ 7.9
18.	WPAT	10453/ 7.6
19.	WXLO-F	8607/ 6.2
20.	WQXR-F+	6946/ 4.8

12+ FM SHARE (METRO): 53.46% (12160 of 22744) (O/N 80: 52.51%)

	TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1.	WPLJ-F	WBLS-F	WBLS-F	WBLS-F	WOR	WOR
2.	WBLS-F	WKTU-F	WKTU-F	WKTU-F	WCBS	WCBS
3.	WPIX-F	WPLJ-F	WNBC	WNBC	WRFM-F	WNBC
4.	WPIX-F	WNEW-F	WABC	WABC	WNEW	WINS
5.	WNBC	WYNY-F	WYNY-F	WYNY-F	WPAT-F	WBLS-F
6.	WABC	WABC	WPLJ-F	WINS	WINS	WABC
7.	WXLO-F	WNBC	WNEW-F	WRFM-F	WABC	WNEW
8.	WYNY-F	WCBS-F	WCBS-F	WNEW	WBLS-F	WKTU-F
9.	WBAB-F	WTFM-F	WINS	WPAT-F	WNBC	WRFM-F
10.	WNEW-F	WPIX-F	WRFM-F	WCBS	WPAT	WPLJ-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	2299 (2)	3211 (7)	5510 (9)	24.2
NEWS/TALK	4286 (4)		4286 (4)	18.8
BLACK/URBAN/DISCO	425 (3)	3428 (2)	3853 (5)	16.9
BTFL MUSIC	813 (2)	2700 (7)	3513 (9)	15.4
MOR/AC	149 (2)	1924 (4)	2073 (6)	9.1
BIG BAND	1092 (2)		1092 (2)	4.8
SPANISH	879 (2)		879 (2)	3.9
CLASSICAL	67 (1)	581 (2)	648 (3)	2.8
OTHERS/UNKNOWN		69 (1)	69 (1)	0.3
			22774 (43)	

NEW YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WBLS-F	1. WABC	1. WBLS-F
2. WKTU-F	2. WNBC	2. WKTU-F
3. WOR	3. WCBS	3. WINS
4. WNBC	4. WINS	4. WPLJ-F
5. WABC	5. WKTU-F	5. WCBS
6. WCBS	6. WOR	6. WNBC
7. WRFM-F	7. WBLS-F	7. WABC
8. WPLJ-F	8. WYNY-F	8. WRFM-F
9. WINS	9. WPLJ-F	9. WOR
10. WNEW	10. WNEW	10. WNEW
11. WYNY-F	11. WRFM-F	
12. WPAT-F	12. WPAT-F	
13. WNEW-F	13. WPIX-F	
14. WPAT	14. WNEW-F	
15. WHN	15. WCBS-F	

ADI FM SHARE: 53.03% (12928 of 24377) (A/M 80: 51.94%)

OTHER RATED STATIONS/METRO SHARE			
WALK-F+	97.5	Patchogue	.4
WBAB-F	102.3	Babylon	.6
WBLI-F	106.1	Patchogue	.7
WCTC	1450	New Brunsw	.5
WCTO-F	94.3	Smithtown	.4
WDHA-F	105.5	Dover	.3
WHLI	1100	Hempstead	.7
WHUD-F	100.7	Peekskill	.3
WJIT	1480		1.6
WKWK-F	106.7		1.0
WKJY-F	98.3	Hempstead	.4
WLIB	1190		.6
WLIR-F	92.7	Garden City	.6
WNCN-F	104.3		1.3
WNJR	1430	Newark	.7
WQXR-F+	96.3		1.3
WVNJ	620	Newark	.5
WVNJ-F	100.3	Newark	.8
WWRL	1600		.4
WEZN-F	99.9	Bridgeport	.4

AM STATIONS

WABC,	770,	50 KW	,	CONTEMP	ABC-C,	$244.38	(Blair)	ABC
WADO,	1280,	5 KW	(DA-1),	SPANISH	,	$ 83.75	(----)	
WCBS,	880,	50 KW	,	NEWS	CBS,	$375.00	(CBS Spot)	CBS
WHN ,	1050,	50 KW	(DA-1),	COUNTRY	MBS,	$240.75	(Christal)	Mutual
WINS,	1010,	50 KW	(DA-1),	NEWS	ABC-I,	$300.00	(RAR)	Westinghouse
WJIT,	1480,	5 KW	(DA-2),	SPANISH	,	$ 78.00	(Caballero)	SJR
WMCA,	570,	5 KW	(DA-1),	TALK	SBN,	$140.00	(Buckley)	
WNBC,	660,	50 KW	,	CONTEMP	NBC,	$240.00	(MG 2)	NBC
WNEW,	1130,	50 KW	(DA-N),	BIG BAND/MOR	,	$161.25	(Katz)	Metromedia
WOR ,	710,	50 KW	(DA-1),	TALK	ABC-E,	$250.00	(RKO)	RKO
WPAT,	930,	5 KW	(DA-2),	BTFL MUS (Schulke II)	,	$125.00	(Eastman)	Capital Cities

FM STATIONS

WBLS-F,	107.5,	5.0 KW @ 1241,	BLACK/DISCO	,	$290.00	(Mc-Guild)	Inner City
WCBS-F,	101.1,	4.6 KW @ 1300,	CONTEMP	,	$194.38	(CBS-FM)	CBS
WKHK-F,	106.7,	5.4 KW @ 1218,	COUNTRY	,	$ 98.75	(Howard)	Viacom
WKTU-F,	92.3,	5.4 KW @ 1200,	URBAN	,	$316.88	(Masla)	SJR
WNCN-F,	104.3,	5.4 KW @ 1220,	CLASSICAL	,	$ 72.50	(Unirep)	GAF
WNEW-F,	102.7,	5.9 KW @ 1360,	AOR	Source,	$206.88	(Katz)	Metromedia
WPAT-F,	93.1,	13 KW @ 870,	BTFL MUS (Schulke)	,	$125.00	(Eastman)	Capital Cities
WPIX-F,	101.9,	5.4 KW @ 1228,	ROCK	,	$ 90.62	(Selcom)	WGN Continental
WPLJ-F,	95.5,	4.6 KW @ 1270,	AOR	ABC-F,	$212.50	(Blair)	ABC
WQXR-F+,	96.3,	5.4 KW @ 1220,	CLASSICAL	,	$ 85.00	(Mc-Guild)	New York Times
WRFM-F,	105.1,	5.2 KW @ 1220,	BTFL MUS (Bonne)	,	$175.00	(Torbet)	Bonneville
WTFM-F,	103.5,	3.9 KW @ 1390,	AC	,	$ 88.75	(Buckley)	
WXLO-F,	98.7,	5.4 KW @ 1250,	ROCK	RKO,	$106.25	(RKO)	RKO
WYNY-F,	97.1,	7.2 KW @ 1300,	AC	,	$170.00	(MG 2)	NBC

TV STATIONS

WWHT	Newark	68	IND	WABC	New York	7	ABC, ABC
WCBS	New York	2	CBS, CBS	WNBC	New York	4	NBC, NBC
WNEW	New York	5	IND, Metromedia	WOR	New York	9	IND, RKO
WPIX	New York	11	IND, WGN Cont				
WXTV	Paterson	41	IND, Sp Int	WNJU	Newark	47	IND

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

NORFOLK

Market # 34; ADI # 47
Revenue Rank # 43 (approx)
Income Rank # 220 (approx)
APR 16.9
SMSA Pop: 1,196,400
CSI: 5.9 Bil (# 54)

Revenue : $11,206,416
Income : $ -191,617
% Rev Gain: +1.2
Stations: 26/26
Diaries: 1380/867:1
CSI HH: 22.1 M (# 116)

National Rev: $3,170,249
Nat Rev per Cap: $2.69
Tot Rev per Cap: $9.50
Tot Inc per Cap: $-.16
Profit Margin: ---
Retail $: 3.4 Bil (# 54)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WMYK-F	163/10.1	8.1	9.0	5.3	8.7
2. WCMS-F	158/ 9.8	8.0	8.2	10.9	7.7
3. WNOR-F	122/ 7.6	6.8	6.9	7.6	7.4
4. WTAR	120/ 7.4	6.6	6.1	6.0	9.3
5. WFOG-F	105/ 6.5	7.6	9.2	5.1	7.8
6. WWDE-F	96/ 5.9	5.5	5.7	4.1	2.7
7. WRAP	95/ 5.9	5.0	5.3	6.2	5.7
8. WGH	89/ 5.5	5.5	7.1	5.5	5.9
9. WOWI-F	84/ 5.2	9.8	6.8	6.8	6.1
10. WKEZ-F	74/ 4.6	3.9	4.3	6.6	7.5
WQRK-F	74/ 4.6	4.5	3.2	5.2	4.1
12. WPCE	67/ 4.2	3.2	3.6	3.6	4.6

12+ TSA 1/4	
1. WMYK-F	202
2. WCMS-F	184
3. WTAR	127
4. WNOR-F	124
5. WOWI-F	120
6. WFOG-F	119
7. WWDE-F	103
8. WRAP	100
9. WGH	99
10. WKEZ-F	96
11. WQRK-F	85
12. WPCE	68

12+ TSA CUME/MSA CUME RAT	
1. WMYK-F	2395/20.3
2. WCMS-F	1982/17.9
3. WGH	1819/17.7
4. WOWI-F	1742/14.4
5. WTAR	1641/14.7
6. WNOR-F	1473/15.2
7. WRAP	1435/13.6
8. WQRK-F	1432/14.5
9. WWDE-F	1379/13.5
10. WFOG-F	1361/12.4
11. WKEZ-F	1141/ 9.1
12. WPCE	795/ 8.1

12+ FM SHARE (METRO): 64.35% (980 of 1523) (A/M 80: 63.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMYK-F	1. WNOR-F	1. WNOR-F	1. WCMS-F	1. WCMS-F	1. WCMS-F
2. WRAP	2. WMYK-F	2. WMYK-F	2. WWDE-F	2. WTAR	2. WTAR
3. WOWI-F	3. WQRK-F	3. WCMS-F	3. WFOG-F	3. WFOG-F	3. WMYK-F+
4. WGH	WWDE-F	4. WWDE-F	4. WTAR	4. WKEZ-F	4. WNOR-F
5. WQRK-F	5. WOWI-F	5. WOWI-F	5. WGH	5. WPCE	5. WWDE-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	142 (4)	381 (4)	523 (8)	34.3
BLACK/JAZZ	172 (3)	84 (1)	256 (4)	16.8
MOR/AC	125 (2)	96 (1)	221 (3)	14.5
COUNTRY	43 (1)	175 (3)	218 (4)	14.3
BTFL MUSIC	13 (1)	179 (2)	192 (3)	12.6
RELIGION	8 (1)	36 (1)	44 (2)	2.9
NEWS/TALK	40 (1)		40 (1)	2.6
CLASSICAL		29 (1)	29 (1)	1.9
			1523 (26)	

NORFOLK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WMYK-F	1. WMYK-F	1. WCMS-F
2. WCMS-F	2. WCMS-F	2. WMYK-F
3. WTAR	3. WGH	3. WTAR
4. WNOR-F	4. WOWI-F	4. WPCE
5. WFOG-F	5. WTAR	5. WRAP
WOWI-F	6. WNOR-F	6. WNOR-F
7. WWDE-F	7. WQRK-F	7. WGH
8. WGH	8. WRAP	8. WFOG-F
9. WRAP	9. WWDE-F	9. WOWI-F
10. WKEZ-F	10. WFOG-F	10. WKEZ-F
11. WQRK-F	11. WKEZ-F	
12. WPCE	12. WPCE	
13. WCMS	13. WNIS	
14. WBCI-F+	14. WBCI-F+	
15. WNIS	15. WGH-F	

OTHER RATED STATIONS/METRO SHARE			
WBCI-F+	96.5	Williamsburg	2.0
WCMS	1050		2.7
WCPK	1600		.8
WGH-F	97.3		1.8
WNIS	1350		2.5
WNOR	1230		1.4
WPEX	1490		.3
WPMH	1010		.5
WQZQ-F	92.1	Moyock	.4
WTJZ	1270		.6
WXRI-F	105.3		2.2
WYVA-F	94.1	Yorktown	.7
WZAM	1110		1.2

ADI FM SHARE: 65.26% (1174 of 1789) (A/M 80: 64.39%)

AM STATIONS

WCMS,	1050,	5 KW (DAYS,DA),	COUNTRY	,	$20.00	(Katz)	
WGH ,	1310,	5 KW (DA-N)	, ROCK	,	$34.00	(Blair)	
WNIS,	1350,	5 KW (DA-2)	, NEWS/TALK	NBC,	$27.00	(Unirep)	Sinclair
WPCE,	1400,	1 KW/250 W	, BLACK/GOSPEL	,	$21.00	(HR/Stone)	
WRAP,	850,	5 KW/1 KW	, BLACK	NBN,	$36.25	(Howard)	Rollins
WTAR,	790,	5 KW (DA-N)	, MOR	CBS,	$50.00	(Christal)	Landmark

FM STATIONS

WBCI-F+,	96.5,	50 KW @ 400,	CONTEMP	MBS,	$14.00	(----)	(WILLIAMSBURG)
WCMS-F,	100.5,	50 KW @ 409,	COUNTRY	ABC-E,	$55.75	(Katz)	
WFOG-F,	92.9,	50 KW @ 500,	BTFL MUS (Bonne)	,	$54.75	(Torbet)	McCormick
WGH-F ,	97.3,	74 KW @ 420,	CLASSICAL	,	$16.00	(Blair)	
WKEZ-F,	95.7,	40 KW @ 881,	BTFL MUS (Schulke)	,	$40.00	(Christal)	Landmark
WNOR-F,	93.7,	50 KW @ 549,	AOR	RKO,	$40.00	(RKO)	Marvin Josephson
WOWI-F,	102.9,	50 KW @ 500,	BLACK (Drake-Chen)	,	$35.00	(HR/Stone)	
WQRK-F,	104.5,	50 KW @ 418,	ROCK	,	$26.00	(Selcom)	
WWDE-F,	101.3,	50 KW @ 380,	AC	,	$37.50	(CBS/FM)	
WMYK-F,	93.7,	100 KW @ 940,	AOR	,	$41.25	(Eastman)	

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Knight-Ridder
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star	E	94,332, Landmark
Norfolk Virginian-Pilot	M	125,787, Landmark
Newport News Press	M	56,669
Newport News Times-Herald	E	42,602

NORTHEAST PENNSYLVANIA

(Scranton/Wilkes-Barre)

Market # 64; ADI # 48
Revenue Rank # 69
Income Rank # 178
APR 18.7
SMSA Pop: 645,900
CSI: 4.3 Bil (# 73)

Revenue : $6,737,704
Income : $ 18,598
% Rev Gain: +3.1
Stations: 34/23
Diaries: 950/680:1
CSI HH: 18.0 M (# 295)

National Rev: $921,771
Nat Rev per Cap: $1.47
Tot Rev per Cap: $10.72
Tot Inc per Cap: $ .03
Profit Margin: .3%
Retail $: 2.5 Bil (# 72)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	A/M 79
1. WKRZ-F	106/10.5	7.7	2.9	2.9
2. WARM	99/ 9.8	10.3	12.9	11.2
3. WNAK	82/ 8.1	9.8	9.2	7.7
4. WEZX-F	74/ 7.3	7.5	5.8	4.7
5. WILK	63/ 6.2	3.7	6.0	6.1
6. WGBI-F	57/ 5.6	9.6	8.2	7.7
7. WYZZ-F	42/ 4.2	3.4	4.4	5.2
8. WEJL	38/ 3.8	4.3	4.2	6.2
9. WICK	34/ 3.4	1.6	3.0	3.9
10. WVCD-F	32/ 3.2	3.8	4.1	4.7

12+ TSA	1/4
1. WKRZ-F	121
2. WARM	118
3. WNAK	90
4. WEZX-F	81
5. WGBI-F	69
6. WILK	66
7. WYZZ-F	45
8. WEJL	42
9. WCDL-F+	41
10. WVCD-F	38

12+ TSA CUME/MSA CUME RAT	
1. WARM	1773/27.7
2. WKRZ-F	1562/25.2
3. WGBI-F	1263/19.3
4. WILK	1128/19.6
5. WEZX-F	842/14.5
6. WNAK	685/11.6
7. WYZZ-F	600/ 9.6
8. WGBI	599/ 9.7
9. WEJL	595/ 9.7
10. WVCD-F	564/ 6.7

12+ FM SHARE (METRO): 48.48% (462 of 953) (A/M 80: 44.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WARM	1. WARM	1. WARM
2. WEZX	2. WEZX-F	2. WEZX-F	2. WKRZ-F	2. WNAK	2. WKRZ-F
3. WGBI-F	3. WGBI-F	3. WARM	3. WGBI-F	3. WILK	3. WILK
4. WILK	4. WILK	WGBI-F	4. WNAK	WEJL	4. WEZX-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	70 (3)	311 (8)	381 (11)	40.0
MOR/AC	299 (9)	23 (2)	322 (11)	33.8
BTFL MUSIC	34 (1)	97 (5)	131 (6)	13.7
COUNTRY	56 (2)	15 (1)	71 (3)	7.5
BIG BAND/NOST	25 (1)		25 (1)	2.6
UNKNOWN		16 (1)	16 (1)	1.7
NEWS/TALK	7 (1)		7 (1)	0.7
			953 (34)	

WILKES-BARRE/SCRANTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WKRZ-F	1. WARM	1. WKRZ-F
2. WARM	2. WKRZ-F	2. WARM
3. WNAK	3. WGBI-F	3. WEZX-F
4. WEZX-F	4. WILK	4. WNAK
5. WGBI-F	5. WILQ-F	5. WCDL-F+
6. WILK	6. WEZX-F	6. WAZL
7. WILQ-F	7. WHLM-F+	7. WQEQ-F
8. WHLM+	8. WVCD-F	8. WYZZ-F
9. WXKW-F	9. WNAK	9. WVCD-F
10. WVCD-F	10. WYZZ-F	10. WKRZ WGBI
11. WYZZ-F	11. WGBI	
12. WKSB-F	12. WEJL	
13. WEJL	13. WBAX	
14. WCDL-F+	14. WKRZ	
WQEQ-F	15. WKSB-F	

ADI FM SHARE: 52.59% (945 of 1797) (A/M 80: 47.78%)

OTHER RATED STATIONS/METRO SHARE			
WARD	1540	Pittston	1.2
WAZL	1490	Hazleton	2.5
WBAX	1240		2.9
WBQW	1320		1.9
WCDL-F+	94.3	Carbondale	2.5
WGBI	910		2.7
WKRZ	1340		2.5
WMJW-F	92.1	Nanticoke	1.4
WQEQ-F	103.1	Freeland	3.1
WVPO	840	Stroudsburg	.7
WVPO-F	93.5	Stroudsburg	.9
WWDL-F	104.9		1.6
WHLM-F+	106.5	Bloomsburg	.3
WLSH	1410	Lansford	.6
KYW	1060	Philadelphia	.7
WABC	770	New York	.6
WFMZ-F	100.7	Allentown	.5
WLEV-F	96.1	Easton	1.0
WQQQ-F	99.9	Easton	1.0
WQYT-F	98.1	Birghampton	.8
WXKW-F	104.1	Allentown	1.5
WZZO-F	95.1	Bethlehem	1.7

AM STATIONS

WARM, 590, 5 KW (DA-1), MOR, $48.13 (Eastman) Susquehanna
WAZL, 1490, 1 KW/250 W, MOR NBC, $ 8.25 (Market 4) (HAZLETON)
WBAX, 1240, 1 KW/250 W, COUNTRY ABC-E, $15.25 (Torbet) Merv Griffin
WEJL, 630, 500 W (DAYS), MOR ABC-I, $26.50 (Buckley) Shamrock Dev
WGBI, 910, 1 KW/500 W, COUNTRY (Drake-Chen) CBS, $12.00 (Torbet)

WICK, 1400, 1 KW/250 W, BTFL MUS, $11.00 (Selcom)
WILK, 980, 5 KW/1 KW (DA-N), CONTEMP RKO,ABC-C, $21.00 (Mc-Guild)
WKRZ, 1340, 1 KW/250 W, BIG BAND/NOST (Al Ham) MBS,NBC, $22.50 (Christal)
WNAK, 730, 1 KW (DAYS), MOR, $15.00 (P/W) (NANTICOKE)
WHLM+, 550, 1 KW (DA-2), CONTEMP NBC, $ 7.00 (----) (BLOOMSBURG)

FM STATIONS

WCDL-F+, 94.3, 330 W @ 770, MOR ABC-E, $ 5.00 (----) (CARBONDALE)
WEZX-F, 107.1, 125 W @ 1270, AOR (Burk-Abr) Source, $26.50 (Buckley) Shamrock Dev
WGBI-F, 101.3, 7 KW @ 1100, ROCK (Drake-Chen), $22.00 (Torbet)
WKRZ-F, 98.5, 7 KW @ 1100, ROCK, $22.50 (Christal)
WQEQ-F, 103.1, 450 W @ 150, CONTEMP (Century 21), $10.00 (Savalli) (HAZLETON)

WVCD-F, 97.9, 24 KW @ 640, BTFL MUS (TM), $10.50 (Market 4) (HAZLETON)
WYZZ-F, 92.9, 50 KW @ 1065, BTFL/CLASS MBS, $19.25 (HR/Stone)
WKSB-F, 102.7, 53 KW @ 1300, CONTEMP (Drake-Chen) ABC-E, $12.00 (Buckley) (WILLIAMSPORT)

TV STATIONS

WBRE	Wilkes-Barre	28	NBC
WDAU	Scranton	22	CBS
WNEP	Scranton	16	ABC

NEWSPAPERS

Scranton Times	E	54,525, (Lynett Family, owners of Shamrock Broadcasting)
Scranton Tribune	M	41,604
Wilkes-Barre Times Leader	AD	51,916, Capital Cities
Wilkes-Barre Citizen's Voice	E	45,983

OKLAHOMA CITY

Market # 47; ADI # 39
Revenue Rank # 39
Income Rank # 249
APR 15.5
SMSA Pop: 831,600
CSI: 7.0 Bil (# 43)

Revenue : $12,101,497
Income : $ -824,637
% Rev Gain: +6.4
Stations: 21/20
Diaries: 971/856:1
CSI HH: 21.5 M (# 142)

National Rev: $2,691,317
Nat Rev per Cap: $3.34
Tot Rev per Cap: $15.04
Tot Inc per Cap: $-1.02
Profit Margin: ---
Retail $: 3.8 Bil (# 45)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KEBC-F	134/12.8	12.2	10.9	11.9	10.2
2. KKNG-F	121/11.5	13.0	13.6	12.4	8.7
3. KTOK	115/11.0	13.7	11.7	17.8	14.4
4. KOMA	93/ 8.9	6.1	4.2	6.2	6.2
5. KOFM-F	90/ 8.6	9.9	7.8	8.9	9.7
6. KXXY-F	89/ 8.5	6.2	9.0	5.9	4.0
7. KATT-F	56/ 5.3	5.3	5.6	4.8	9.2
8. KLTE-F	54/ 5.2	6.0	6.1	3.1	4.7
9. WKY	44/ 4.2	6.2	5.6	5.8	8.4
10. KLNK-F	42/ 4.0	3.6	---	1.4	.6
11. KKLR-F	41/ 3.9	2.6	2.9	1.7	.7
12. KJYO-F	31/ 3.0	3.2	5.5	4.2	5.8

12+ TSA 1/4	
1. KOMA	216
2. KEBC-F	159
3. KOFM-F	153
4. KKNG-F	146
KTOK	146
6. KXXY-F	94
7. KATT-F	78
8. WKY	68
9. KLTE-F	57
10. KVOO	56
11. KLNK-F	44
12. KKLR-F	43

12+ TSA CUME/MSA CUME RAT	
1. KOMA	3101/21.0
2. KOFM-F	2443/21.2
3. WKY	1931/16.5
4. KEBC-F	1916/21.9
5. KTOK	1843/22.2
6. KKNG-F	1641/18.5
7. KATT-F	1188/12.8
8. KXXY-F	1140/15.1
9. KLTE-F	1026/14.1
10. KVOO	773/ 2.3
11. KLNK-F	768/10.3
12. KJYO-F	619/ 8.1

12+ FM SHARE (METRO): 70.13% (695 of 991) (A/M 80: 69.98%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOFM-F	1. KXXY-F	1. KEBC-F	1. KEBC-F	1. KEBC-F	1. KOMA
2. KXXY-F	2. KOFM-F	2. KKNG-F	2. KKNG-F	2. KKNG-F	2. KTOK
3. KLNK-F	3. KATT-F	3. KXXY-F	3. KTOK	3. KTOK	3. KEBC-F
	4. KOMA	4. KOMA	4. KOMA	4. KOMA	4. KOFM-F
	5. KLTE-F	5. KOFM-F	5. KLTE-F		5. KKNG-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	284 (5)	296 (6)	29.9
COUNTRY	113 (4)	175 (2)	288 (6)	29.1
MOR/AC	159 (2)	54 (1)	213 (3)	21.5
BTFL MUSIC		152 (2)	152 (2)	15.3
BLACK		24 (1)	24 (1)	2.4
RELIGION	4 (1)	6 (1)	10 (2)	1.0
UNKNOWN	8 (1)		8 (1)	.8
			991 (21)	

OKLAHOMA CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. KOMA	1. KOMA	1. KTOK	KAEZ-F	107.7		2.3
2. KEBC-F	2. KOFM-F	2. KEBC-F	KATT	1140		1.1
3. KOFM-F	3. KEBC-F	3. KOMA	KBYE	890		.4
4. KKNG-F	4. WKY	4. KKNG-F	KGFF	1450	Shawnee	.8
5. KTOK	5. KTOK	5. KOFM-F	KGOU-F	106.3	Norman	.7
			KJIL-F	104.9	Bethany	.6
6. KXXY-F	6. KKNG-F	6. KLTE-F	KOCY	1340		.7
7. KATT-F	7. KATT-F	7. KAEZ-F	WNAD	640	Norman	.7
8. WKY	8. KXXY-F	8. KXXY-F				
9. KLTE-F	9. KLTE-F	9. KKLR-F	KVOO	1170	Tulsa	.6
10. KLNK-F	10. KLNK-F	10. WKY				
11. KKLR-F	11. KJYO-F					
12. KVOO	12. KKLR-F					
13. KJYO-F	13. KVOO					
14. KAEZ-F	14. KAEZ-F					
15. WNAD	15. KNID-F					

ADI FM SHARE: 59.68% (928 of 1555) (A/M 80: 59.98%)

AM STATIONS

KOMA,	1520,	50 KW (DA-N), COUNTRY	,	$43.00	(Blair)	Storz
KTOK,	1000,	5 KW (DA-2), MOR	ABC-I,	$60.00	(Eastman)	Insilco
WKY ,	930,	5 KW (DA-N), AC	NBC,	$46.00	(Katz)	Gaylord
WNAD,	640,	1 KW (DAYS), COUNTRY	MBS,	$15.00	(----)	(NORMAN)

KVOO - See Tulsa

FM STATIONS:

KAEZ-F, 107.7,	100 KW @ 180,	BLACK	,	$31.50	(----)	
KATT-F, 100.5,	100 KW @ 598,	AOR	Source,	$28.00	(RKO)	
KEBC-F, 94.7,	100 KW @ 440,	COUNTRY	ABC-E,	$50.00	(Torbet)	
KJYO-F, 102.7,	100 KW @ 1003,	BTFL MUS (Schulke II)	ABC-F,	$27.38	(Eastman)	Insilco
KKLR-F, 97.7,	3 KW @ 300,	COUNTRY	,	$20.25	(Howard)	
KKNG-F, 92.5,	100 KW @ 900,	BTFL MUS (Schulke)	,	$64.00	(Christal)	Swanson
KLNK-F, 98.9,	100 KW @ 1120,	ROCK	,	$25.00	(Selcom)	
KLTE-F, 101.9,	100 KW @ 420,	AC	,	$48.75	(HR/Stone)	
KOFM-F, 104.1,	100 KW @ 1425,	CONTEMP	ABC-C,	$40.00	(Buckley)	Guy Gannett
KXXY-F, 96.1,	100 KW @ 300,	AOR (Burk-Abr)	,	$30.00	(Mc-Guild)	Summit

TV STATIONS

KTVY	Oklahoma City	4	NBC, Detroit News
KOCO	Oklahoma City	5	ABC, Combined/Gannett
KWTV	Oklahoma City	9	CBS
KOKH	Oklahoma City	25	IND, Blair
KAUT	Oklahoma City	43	IND, Golden West
KGMC	Oklahoma City	34	IND

NEWSPAPERS

Oklahoma City Oklahoman	M	181,994, Gaylord
Oklahoma City Times	E	84,657, Gaylord

OMAHA

Market # 70
Revenue Rank # 56
Income Rank # 68
APR 14.7
SMSA Pop: 590,700
CSI: 4.7 Bil (# 68)

Revenue : $8,483,970
Income : $ 564,587
% Rev Gain: -5.2
Stations: 13/11
Diaries: 905/653:1
CSI HH: 22.2 M (# 110)

National Rev: $1,809,098
Nat Rev per Cap: $3.06
Tot Rev per Cap: $14.36
Tot Inc per Cap: $ .96
Profit Margin: 7.8%
Retail $: 2.4 Bil (# 77)

12+ METRO	1/4 SHARE	O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KFAB	172/23.5	28.0	27.2	34.1	24.9	1. KFAB	337	1. WOW	4568/26.2
2. KEZO-F	89/12.2	10.8	11.0	5.7	5.8	2. WOW	222	2. KFAB	4221/44.5
3. KQKQ-F	80/10.9	10.7	5.4	2.9	6.9	3. KEZO-F	139	3. KEZO-F	1806/21.2
4. KESY-F	68/ 9.3	8.3	10.1	8.2	8.9	4. KQKQ-F	103	4. KGOR-F	1725/20.9
5. WOW	61/ 8.3	8.9	10.2	10.2	11.8	5. KGOR-F	83	5. KQKQ-F	1578/26.8
6. KOIL	48/ 6.6	4.6	5.7	6.4	8.7	KMA	83	6. KOIL	1551/24.5
7. KYNN	47/ 6.4	4.5	4.8	3.9	7.1	7. KESY-F	78	7. KMA	1043/ 4.1
KGOR-F	47/ 6.4	6.1	9.3	12.6	10.9	8. KOIL	60	8. KESY-F	809/15.0
9. KYNN-F	31/ 4.2	4.1	3.1	1.5	.4	9. KYNN	48	9. KYNN-F	654/10.4
10. KLNG	14/ 1.9	3.2	.8	1.5	.7	10. KYNN-F	43	10. KYNN	510/ 9.7

12+ FM SHARE (METRO): 46.12% (315 of 683) (A/M 80: 44.76%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQKQ-F	1. KEZO-F	1. KFAB	1. KFAB	1. KFAB	1. KFAB
2. KEZO-F	2. KQKQ-F	2. KEZO-F	2. KESY-F	2. KESY-F	2. WOW
3. KGOR-F	3. WOW	3. KQKQ-F	3. WOW	3. KYNN	3. KMA
4. KOIL	4. KGOR-F	4. WOW	4. KOIL	4. KYNN-F	4. KEZO-F KQKQ-F

OTHER RATED STATIONS/METRO SHARE

KCRO 660 .8 KOOO 1420 1.1 KMA 960 Shenandoah,IA 1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	48 (1)	216 (3)	264 (4)	38.7
MOR/AC	245 (3)		245 (3)	35.9
COUNTRY	55 (2)	31 (1)	86 (3)	12.6
BTFL MUSIC		68 (1)	68 (1)	10.0
BLACK	14 (1)		14 (1)	2.0
RELIGION	6 (1)		6 (1)	0.9
			683 (13)	

RADIO STATIONS

KFAB	1110	50 KW (DA-N)	MOR	NBC	$101.25	(Christal)	May
KLNG	1560	1 KW (DAYS)	BLACK	ABC-I	$ 20.00	(Roslin)	
KOIL	1290	5 KW (DA-N)	CONTEMP	RKO	$ 19.00	(Eastman)	
KYNN	1490	1 KW/250 W	COUNTRY	ABC-E	$ 21.15	(Torbet)	Great Empire
WOW	590	5 KW	CONTEMP/AC	ABC-C	$ 74.00	(Blair)	Meredith
KMA	960	5 KW (DA-N)	MOR	ABC-E,ABC-I	$ 37.50	(Katz)	(SHENANDOAH,IA)
KESY-F	104.5	31 KW @ 285	BTFL MUS (TM)		$ 33.00	(Selcom)	
KEZO-F	92.3	100 KW @ 1210	AOR (Burk-Abr)	ABC-F	$ 30.00	(Blair)	Meredith
KGOR-F	99.9	115 KW @ 1227	ROCK		$ 30.00	(Christal)	May
KQKQ-F	98.5	100 KW @ 510	ROCK		$ 35.00	(Roslin)	
KYNN-F	94.1	100 KW @ 510	COUNTRY	ABC-E	$ 17.00	(Torbet)	Great Empire

TV STATIONS

KETV	Omaha	7	ABC, Pulitzer
WOWT	Omaha	6	CBS, San Francisco Chron
KMTV	Omaha	3	NBC, May

NEWSPAPER

Omaha World-Herald M-125,533 E-109,780

ORLANDO

Market # 58; ADI # 40
Revenue Rank # 56
Income Rank # 68
APR 15.2
SMSA Pop: 701,700
CSI: 5.2 Bil (# 61)

Revenue : $8,483,970
Income : $ 603,993
% Rev Gain: +3.7
Stations: 20/16
Diaries: 861/815:1
CSI HH: 19.9 M (# 224)

National Rev: $1,809,098
Nat Rev per Cap: $2.88
Tot Rev per Cap: $13.52
Tot Inc per Cap: $ .96
Profit Margin: 7.1%
Retail $: 3.5 Bil (# 50)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. WHOO	105/11.9	7.6	7.5	6.8	7.4
2. WDIZ-F	97/11.0	6.5	7.1	6.4	7.3
3. WHOO-F	85/ 9.6	8.7	9.6	8.1	9.6
4. WBJW-F	83/ 9.4	14.7	9.2	8.5	9.6
5. WDBO-F	72/ 8.1	11.6	12.0	12.0	12.7
6. WDBO	65/ 7.4	9.7	8.5	9.6	8.3
7. WKIS	60/ 6.8	7.5	7.3	5.9	5.7
WHLY-F	60/ 6.8	5.9	8.0	8.7	3.8
9. WJYO-F	57/ 6.4	3.1	6.4	8.3	6.4
10. WORL	42/ 4.8	4.7	3.6	4.9	5.8

12+ TSA 1/4	
1. WDIZ-F	212
2. WDBO-F	176
3. WHLY-F	134
4. WHOO-F	116
5. WHOO	111
6. WBJW-F	104
7. WPCV-F	98
8. WDBO	91
9. WJYO-F	85
10. WGTO	74

12+ TSA CUME/MSA CUME RAT	
1. WDIZ-F	2348/19.1
2. WDBO-F	2229/17.4
3. WBJW-F	1757/22.0
4. WHLY-F	1401/12.7
5. WHOO	1376/20.7
6. WDBO	1352/17.0
7. WHOO-F	1318/15.0
8. WKIS	1067/15.0
9. WELE-F	970/ 4.8
10. WJYO-F	953/10.2

12+ FM SHARE (METRO): 60.17% (506 of 841) (A/M 80: 61.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WHOO	1. WHOO	1. WDBO-F
2. WBJW-F	2. WHLY-F	2. WHOO	2. WJYO-F	2. WDBO-F	2. WDIZ-F
3. WORL	WBJW-F	3. WHLY-F	3. WHOO-F	3. WHOO-F	3. WBJW-F+
	4. WHOO	4. WBJW-F	4. WHLY-F	4. WDBO	4. WHLY-F

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC		214 (3)	214 (3)	25.4
ROCK/AOR/CONTEMP	27 (1)	180 (2)	207 (3)	24.6
COUNTRY	119 (2)	38 (2)	157 (4)	18.7
MOR/AC	71 (2)	65 (2)	136 (4)	16.2
TALK	60 (1)		60 (1)	7.1
BLACK	51 (2)		51 (2)	6.1
RELIGION	7 (2)	9 (1)	16 (3)	1.9
			841 (20)	

ORLANDO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WDIZ-F	1. WDIZ-F	1. WHOO
2. WDBO-F	2. WDBO-F	2. WDIZ-F
3. WHLY-F	3. WBJW-F	3. WBJW-F
4. WHOO-F	4. WHOO	4. WORL
5. WHOO	5. WDBO	5. WDBO-F
6. WBJW-F	6. WHLY-F	6. WHOO-F
7. WDBO	7. WHOO-F	7. WHLY-F
8. WJYO-F	8. WKIS	8. WDBO
9. WWLV-F	9. WELE-F	9. WKIS
WKIS	10. WJYO-F	10. WJYO-F
11. WDOQ-F	11. WCKS-F	
12. WELE-F	12. WDOQ-F	
13. WCKS-F	13. WLOF	
14. WPCV-F	14. WWLV-F	
15. WORL	15. WORL	

OTHER RATED STATIONS/METRO SHARE

WAJL	1440	Winter Park	.7
WHHL	1190	Pine Castle	.7
WLOF	950		3.1
WLOQ-F	103.1	Winter Park	.6
WOKB	1600	Winter Garden	1.0
WTLN	1520	Apopka	.1
WTLN-F	95.3	Apopka	1.0
WELE-F	105.9	De Land	2.0
WGTO	540	Cypress Gard	1.6
WPCV-F	97.5	Winter Haven	2.3

ADI FM SHARE: 67.35% (1240 of 1841) (A/M 80: 68.18%)

AM STATIONS

WDBO, 580,	5 KW (DA-N)	, MOR	ABC-E,	$56.25	(Blair)	Outlet
WHOO, 990,	50 KW/5 KW (DA-N),	COUNTRY	ABC-I,	$72.00	(Torbet)	Bluegrass
WKIS, 740,	5 KW/1 KW (DA-1),	TALK/MOR	CBS,	$33.00	(Eastman)	Susquehanna
WLOF, 950,	5 KW (DA-N)	, CONTEMP	RKO,	$35.00	(Buckley)	
WORL, 1270,	5 KW (DAYS)	, BLACK	,	$43.75	(Katz)	Sudbrink

WGTO - See Lakeland

FM STATIONS

WDBO-F, 92.3,	100 KW @ 1320,	BTFL MUS (Schulke)	,	$56.25	(Blair)	Outlet
WDIZ-F, 100.3,	100 KW @ 820,	AOR (Burk-Abr)	Source,	$48.75	(Selcom)	Shamrock Dev
WHOO-F, 96.5,	100 KW @ 493,	BTFL MUS (FM-100)	,	$72.00	(Torbet)	Bluegrass
WBJW-F, 105.1,	100 KW @ 370,	ROCK	RKO,	$73.00	(Buckley)	
WHLY-F, 106.7,	100 KW @ 799,	AC/CONTEMP	,	$39.25	(Christal)	General
WJYO-F, 107.7,	100 KW @ 829,	BTFL MUS (Schulke II)	,	$43.75	(Katz)	Sudbrink

WWLV-F, WDOQ-F, WELE-F - See Daytona Beach WCKS- F - See Melbourne

TV STATIONS

WOFL	Orlando	35	IND
WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	ABC

NEWSPAPER

Orlando Sentinel Star	AD	201,383, Tribune Co.

PENSACOLA

Market # 126	Revenue : $3,586,770	National Rev: $390,604
Revenue Rank # 126	Income : $ -40,959	Nat Rev per Cap: $1.26
Income Rank # 189	% Rev Gain: +1.2	Tot Rev per Cap: $11.59
APR 16.8	Stations: 14/11	Tot Inc per Cap: $-.13
SMSA Pop: 309,500	Diaries: 717/432:1	Profit Margin: ---
CSI: 2.0 Bil (# 137)	CSI HH: 18.8 M (# 264)	Retail $: 1.3 Bil (# 128)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WOWW-F	51/13.1	10.4	5.1	1. WJLQ-F	61	1. WJLQ-F	913/28.3
2. WBOP	49/12.6	15.2	12.3	2. WOWW-F	58	2. WKRG-F	706/21.0
3. WJLQ-F	48/12.3	9.8	14.1	WTKX-F	58	3. WTKX-F	700/18.1
4. WMEZ-F	31/ 8.0	11.0	11.2	4. WBOP	51	4. WXBM-F	681/17.7
WTKX-F	31/ 8.0	11.5	3.7	5. WXBM-F	50	5. WOWW-F	677/24.0
WXBM-F	31/ 8.0	7.0	8.0	6. WMEZ-F	42	6. WMEZ-F	498/15.5
7. WKRG-F	29/ 7.5	8.4	10.1	7. WKRG-F	39	7. WCOA	421/17.6
8. WCOA	28/ 7.2	9.8	10.1	8. WCOA	29	8. WBOP	351/13.9
9. WBLX-F	21/ 5.4	2.8	---	9. WBLX-F	21	9. WABB-F	308/ 8.9
10. WNVY	12/ 3.1	3.4	3.5	10. WABB-F	18	10. WBSR	248/10.5

12+ FM SHARE (METRO): 67.74% (252 of 372) (A/M 80: 63.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WJLQ-F	1. WOWW-F	1. WOWW-F	1. WXBM-F	1. WXBM-F
2. WBOP	2. WOWW-F	2. WJLQ-F	2. WXBM-F	2. WMEZ-F	2. WOWW-F
3. WJLQ-F	3. WTKX-F	3. WBOP	WJLQ-F	3. WOWW-F	3. WJLQ-F

OTHER RATED STATIONS/METRO SHARE

WBSR	1450	2.8	WHYM	610	2.1	WABB-F	97.5	2.6
WABB-F	97.5	Mobile	2.6					

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	118 (4)	129 (5)	34.7
COUNTRY	24 (2)	82 (2)	106 (4)	28.5
BLACK	49 (1)	21 (1)	70 (2)	18.8
BTFL MUSIC		31 (1)	31 (1)	8.3
MOR/AC	28 (1)		28 (1)	7.5
RELIGION	8 (1)		8 (1)	2.2
			372 (14)	

RADIO STATIONS

WBOP, 980, 1 KW (DAYS), BLACK	MBS,NBN,	$24.00	(Howard)	
WBSR, 1450, 1 KW , CONTEMP	ABC-E,	$16.00	(Torbet)	
WCOA, 1370, 5 KW (DA-N), MOR	MBS,CBS,	$23.75	(Mc-Guild)	Summit
WNVY, 1230, 1 KW , COUNTRY	NBC,	$11.00	(Lotus)	
WJLQ-F, 100.7, 100 KW @ 500, ROCK	,	$23.75	(Mc-Guild)	Summit
WMEZ-F, 94.1, 100 KW @ 320, BTFL MUS (Schulke)	ABC-F,	$35.00	(Torbet)	
WOWW-F, 107.3, 100 KW @ 360, COUNTRY	ABC-C,	$25.50	(HR/Stone)	
WTKX-F, 101.5, 100 KW @ 490, AOR	MBS,	$24.00	(Howard)	
WXBM-F, 102.7, 100 KW @ 500, COUNTRY	ABC-I,	$12.00	(----)	(MILTON)

Other Stations and TV Stations see Mobile

NEWSPAPERS

Pensacola News	E	13,541, Gannett
Pensacola Journal	M	57,526, Gannett

PEORIA

Market # 108
Revenue Rank # 99
Inocme Rank # 147
APR 15.1
SMSA Pop: 371,200
CSI: 3.3 Bil (# 94)

Revenue : $4,789,148
Income : $ 103,787
% Rev Gain: +6.9
Stations: 17/12
Diaries: 711/522:1
CSI HH: 24.2 M (# 38)

National Rev: $1,190,404
Nat Rev per Cap: $3.26
Tot Rev per Cap: $13.11
Tot Inc per Cap: $ .28
Profit Margin: 2.2%
Retail $: 1.8 Bil (# 96)

12+ METRO 1/4/SHARE		FAL 80	SPG 80	O/N 79	A/M 79
1. WSWT-F	69/15.4	17.1	15.1	15.4	13.5
2. WMBD	61/13.6	16.0	13.9	13.6	13.3
3. WXCL	59/13.1	7.2	12.9	10.5	11.3
4. WWCT-F	54/12.0	6.3	8.0	6.9	10.8
5. WKZW-F	47/10.5	12.6	15.3	16.6	14.3
6. WIRL	33/ 7.3	6.3	8.2	11.0	10.3
7. WKQA-F	25/ 5.6	5.6	3.3	1.8	2.5
8. WVEL+	18/ 4.0	3.2	4.3	5.1	4.9
9. WGN	15/ 3.3	1.4	1.6	2.0	3.4
10. WLS	8/ 1.8	1.8	3.1	4.0	2.0

12+ TSA 1/4	
1. WSWT-F	92
2. WWCT-F	76
3. WMBD	64
WJBC	64
5. WXCL	61
6. WKZW-F	58
7. WBNQ-F	42
8. WIRL	37
WMAQ	37
10. WLS	33

12+ TSA CUME/MSA CUME RAT	
1. WKZW-F	1064/26.8
2. WSWT-F	1062/26.1
3. WMBD	987/30.1
4. WLS	908/11.6
5. WIRL	857/25.6
6. WXCL	787/25.0
7. WBNQ-F	763/ 8.5
8. WMAQ	723/ 6.6
9. WJBC	711/ 2.0
10. WWCT-F	686/14.1

12+ FM SHARE (METRO): 51.42% (217 of 422) (A/M 80: 50.12%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKZW-F	1. WWCT-F	1. WWCT-F	1. WSWT-F	1. WSWT-F	1. WMBD
2. WKQA-F	2. WKZW-F	2. WSWT-F	2. WXCL	2. WXCL	2. WJBC
3. WWCT-F	3. WIRL	3. WXCL	3. WIRL	3. WMBD	3. WXCL

OTHER RATED STATIONS/METRO SHARE

WPEO	1020		.9
WTAZ-F	102.3	Morton	1.8
WBBM	780	Chicago	.9
WBNQ-F	101.5	Bloomington	1.3
WJBC	1230	Bloomington	.9
WMAQ	670	Chicago	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	132 (4)	140 (5)	33.2
MOR/AC	113 (4)	8 (1)	121 (5)	28.7
BTFL MUSIC	10 (1)	77 (2)	87 (3)	20.6
COUNTRY	66 (2)		66 (2)	15.6
RELIGION	4 (1)		4 (1)	0.9
NEWS/TALK	4 (1)		4 (1)	0.9
			422 (17)	

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), AC	, $33.25	(Eastman)	Mid America
WMBD, 1470, 5 KW (DA-2), MOR	CBS, $28.75	(Katz)	Midwest TV
WVEL+,1140, 5 KW (DAYS), BTFL MUS (FM-100)	, $15.00	(Torbet)	
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC-I, $30.00	(Blair)	
WKQA-F, 104.9, 3 KW @ 260, CONTEMP	, $30.00	(Blair)	
WKZW-F, 93.3, 40 KW @ 570, ROCK	, $39.50	(Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Bonne)	, $27.00	(Eastman)	Mid America
WWCT-F, 105.7, 36 KW @ 571, AOR	Source, $20.00	(HR/Stone)	

Other Stations - See Bloomington and Chicago

TV STATIONS

WEEK	Peoria	25	NBC, Mid America
WMBD	Peoria	31	CBS, Mid TV
WRAU	Peoria	19	ABC, Forward

NEWSPAPERS

Peoria Journal Star	AD	102,556
Pekin Times	E	22,082

PHILADELPHIA

Market # 4; ADI # 4
Revenue Rank # 7
Income Rank # 12
APR 16.8
SMSA Pop: 4,729,000
CSI: 40.5 Bil (# 4)

Revenue : $45,353,530
Income : $ 4,686,107
% Rev Gain: +3.0
Stations: 29/35
Diaries: 2579/1834:1
CSI HH: 24.6 M (# 31)

National Rev: $16,143,306
Nat Rev per Cap: $3.40
Tot Rev per Cap: $9.55
Tot Inc per Cap: $ .99
Profit Margin: 10.3%
Retail $: 18.3 Bil (# 5)

12+ METRO 1/4/SHARE		WIN 81	FAL 80	J/A 80	A/M 80
1. KYW	812/12.3	9.4	11.6	12.1	11.4
2. WMGK-F	505/ 7.7	7.2	9.0	6.9	5.7
3. WDAS-F	450/ 6.8	6.2	5.3	5.9	5.5
4. WEAZ-F	427/ 6.5	6.2	5.9	4.5	5.0
5. WIP	363/ 5.5	6.0	6.6	7.3	6.6
6. WWSH-F	350/ 5.3	6.1	6.1	5.5	5.7
7. WMMR-F	342/ 5.2	5.9	5.3	5.1	5.3
8. WIFI-F	289/ 4.4	3.0	2.7	1.7	2.5
9. WWDB-F	275/ 4.2	4.4	4.2	5.2	3.7
10. WPEN	264/ 4.0	4.6	3.8	2.5	2.8
11. WIOQ-F	237/ 3.6	4.0	3.4	3.0	3.0
12. WCAU-F	227/ 3.4	2.6	3.6	3.3	2.8
13. WYSP-F	214/ 3.2	4.8	4.1	3.8	4.3
14. WCAU	188/ 2.9	4.2	4.4	3.6	4.1
WSNI-F	188/ 2.9	2.0	2.4	2.3	3.6
16. WFIL	171/ 2.6	3.1	3.1	3.2	4.7
17. WUSL-F	124/ 1.9	3.1	2.7	3.3	4.2
18. WFLN-F+	118/ 1.7	2.2	2.2	2.4	2.3
19. WDAS	87/ 1.3	1.2	1.4	2.1	2.4
20. WHAT	80/ 1.2	1.4	1.1	1.2	1.1

12+ TSA 1/4	
1. KYW	900
2. WMGK-F	598
3. WMMR-F	527
4. WDAS-F	505
5. WEAZ-F	498
6. WWSH-F	487
7. WIP	403
8. WIFI-F	378
9. WIOQ-F	337
10. WWDB-F	336
11. WYSP-F	311
12. WCAU-F	279
13. WPEN	276
14. WCAU	232
15. WSNI-F	221
16. WFIL	209
17. WJBR-F	194
18. WUSL-F	173
19. WSTW-F	159
20. WFLN-F+	153

12+ TSA CUME/MSA CUME RAT	
1. KYW	16021/35.0
2. WMGK-F	9457/20.0
3. WMMR-F	8371/14.6
4. WWSH-F	6773/12.4
5. WIP	6755/14.6
6. WEAZ-F	6406/13.7
7. WIFI-F	6390/11.9
8. WYSP-F	6155/10.8
9. WFIL	5898/12.0
10. WCAU	5628/11.7
11. WDAS-F	5184/11.9
12. WIOQ-F	5171/ 9.9
13. WCAU-F	4686/ 9.9
14. WPEN	4108/ 9.5
15. WWDB-F	4012/ 8.1
16. WSNI-F	3408/ 6.8
17. WUSL-F	3239/ 6.1
18. WFLN-F+	2745/ 5.5
19. WSTW-F	2711/ 2.5
20. WJBR-F	2232/ 2.8

12+ FM SHARE (METRO): 64.42% (3895 of 6046) (A/M 80: 60.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIFI-F	1. WMGK-F	1. WMGK-F	1. KYW	1. KYW	1. KYW
2. WMMR-F	2. WDAS-F	2. WDAS-F	2. WMGK-F	2. WIP	2. WIP
3. WDAS-F	3. WMMR-F	3. KYW	3. WIP	3. WEAZ-F	3. WMGK-F
4. WYSP-F	4. WIOQ-F	4. WMMR-F	4. WDAS-F	4. WPEN	4. WDAS-F
5. WPST-F	5. WCAU-F	5. WIOQ-F	5. WEAZ-F	5. WWSH-F	5. WWSH-F
6. WMGK-F	6. WIFI-F	6. WIP	6. WPEN	6. WWDB-F	6. WEAZ-F
	7. KYW	7. WCAU-F	7. WSNI-F	7. WMGK-F	7. WWDB-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	40 (1)	1676 (7)	1716 (8)	28.4
NEWS/TALK	1031 (3)	275 (1)	1306 (4)	21.6
MOR/AC	562 (3)	312 (2)	874 (5)	14.5
BTFL MUSIC		853 (3)	853 (3)	14.1
BLACK/URBAN	167 (2)	677 (2)	844 (4)	14.0
BIG BAND/NOST	264 (1)		264 (1)	4.4
CLASSICAL	16 (1)	102 (1)	118 (2)	2.0
COUNTRY	45 (1)		45 (1)	0.7
RELIGION	26 (1)		26 (1)	0.4
			6046 (29)	

PHILADELPHIA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KYW	1. KYW	1. KYW
2. WMGK-F	2. WMGK-F	2. WDAS-F
3. WDAS-F	3. WMMR-F	3. WIP
4. WMMR-F	4. WIP	4. WMGK-F
5. WEAZ-F	5. WWSH-F	5. WIFI-F
6. WWSH-F	6. WEAZ-F	6. WEAZ-F
7. WIP	7. WIFI-F	7. WFIL
8. WIFI-F	8. WYSP-F	8. WPEN
9. WWDB-F	9. WFIL	9. WCAU-F
10. WIOQ-F	10. WCAU	10. WWSH-F
11. WYSP-F	11. WDAS-F	
12. WPEN	12. WIOQ-F	
13. WCAU-F	13. WCAU-F	
14. WCAU	14. WPEN	
15. WFIL	15. WWDB-F	

OTHER RATED STATIONS/METRO SHARE

WCOJ	1420	Coatesville	.4
WRCP	1540		.7
WZZD	990		.4
WJBR-F	99.5	Wilmington	1.2
WPST-F	97.5	Trenton	.9
WSTW-F	93.7	Wilmington	.4
WTTM	920	Trenton	.6
WOR	710	New York	.5

ADI FM SHARE: 66.65% (5713 of 8571) (A/M 80: 63.25%)

AM STATIONS

KYW,	1060,	50 KW (DA-1)	, NEWS	ABC-I,	$153.75	(RAR)	Westinghouse
WCAU,	1210,	50 KW	, TALK/NEWS	CBS,	$ 94.77	(CBS Spot)	CBS
WDAS,	1480,	5 KW/1 KW (DA-2)	, BLACK	NBN,	$ 82.50	(Howard)	NBN
WFIL,	560,	5 KW (DA-2)	, AC/MOR	,	$135.00	(Blair)	LIN
WHAT,	1340,	1 KW/250 W	, BLACK	SBN,	$ 38.00	(Buckley)	
WIP,	610,	5 KW (DA-1)	, MOR	,	$135.00	(Katz)	Metromedia
WPEN,	950,	5 KW (DA-N)	, BIG BAND/NOST	ABC-E,	$120.25	(MMR)	Greater Media

FM STATIONS

WCAU-F,	98.1,	13 KW @ 1000,	URBAN	,	$ 78.75	(CBS/FM)	CBS
WDAS-F,	105.3,	3.3 KW @ 870,	BLACK	NBN,	$116.88	(Howard)	NBN
WEAZ-F,	101.1,	12 KW @ 1010,	BTFL MUS (Bonne)	,	$ 92.50	(Eastman)	
WFLN-F+,	95.7,	50 KW @ 490,	CLASSICAL	,	$ 56.00	(CMBS)	
WIFI-F,	92.5,	50 KW @ 500,	ROCK	ABC-C,	$105.00	(Eastman)	GCC
WIOQ-F,	102.1,	30 KW @ 650,	ROCK	RKO,	$ 84.38	(Mc-Guild)	Outlet
WMGK-F,	102.9,	50 KW @ 300,	CONT/AC	,	$166.50	(MMR)	Greater Media
WMMR-F,	93.3,	25 KW @ 670,	AOR	,	$126.25	(Katz)	Metromedia
WSNI-F,	104.5,	13 KW @ 1008,	AC	MBS,	$ 51.85	(RKO)	Associated
WUSL-F,	98.9,	18 KW @ 830,	AC	,	$ 87.13	(Blair)	LIN
WWDB-F,	96.5,	18 KW @ 850,	TALK	NBC,	$ 62.16	(Buckley)	
WWSH-F,	106.1,	19 KW @ 740,	BTFL MUS (Schulke)	,	$100.63	(Christal)	Cox
WYSP-F,	94.1,	16 KW @ 900,	AOR (Burk-Abr)	Source,	$115.00	(Masla)	SJR
WPST-F,	97.5,	50 KW @ 450,	ROCK	,	$ 42.75	(Masla)	Nassau (TRENTON)

WJBR-F, WSTW-F, - See Wilmington

TV STATIONS

KYW	Philadelphia	3	NBC, Westinghouse
WPVI	Philadelphia	6	ABC, Cap Cities
WKBS	Philadelphia	48	IND, Field
WPHL	Philadelphia	17	IND, Prov Journal
WCAU	Philadelphia	10	CBS, CBS
WTAF	Philadelphia	29	IND, Taft

NEWSPAPERS

Philadelphia Bulletin	E	462,137, Charter
Philadelphia Enquirer	M	425,075, Knight-Ridder
Philadelphia News	E	231,310, Knight-Ridder

PHOENIX

Market # 25; ADI # 31
Revenue Rank # 22
Income Rank # 30
APR 17.6
SMSA Pop: 1,535,000
CSI: 12.0 Bil (# 26)

Revenue : $20,429,608
Income : $ 1,604,970
% Rev Gain: +28.9
Stations: 28/31
Diaries: 1297/1184:1
CSI HH: 21.3 M (# 152)

National Rev: $6,782,934
Nat Rev per Cap: $5.05
Tot Rev per Cap: $15.21
Tot Inc per Cap: $1.19
Profit Margin: 7.9%
Retail $: 6.7 Bil (# 26)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KTAR	203/9.2	6.4	8.4	6.5	9.6
2. KMEO-F	199/9.0	8.8	6.7	7.6	7.6
3. KNIX-F	166/7.5	9.1	9.2	7.7	5.2
4. KQYT-F	151/6.8	7.5	7.8	10.6	11.2
5. KZZP-F+	150/6.8	3.9	2.9	2.1	2.8
6. KDKB-F	145/6.5	6.2	6.4	4.2	7.5
7. KOY	141/6.4	8.4	8.2	8.1	6.8
8. KOPA-F	130/5.9	5.8	7.6	4.3	4.4
9. KUPD-F	98/4.4	5.2	4.2	4.7	5.6
10. KOOL-F	92/4.2	4.4	4.3	5.9	3.1
11. KBBC-F	74/3.3	3.4	2.4	3.5	5.1
12. KLFF	71/3.2	1.1	2.5	1.7	3.0
13. KKKQ	67/3.0	2.1	2.3	3.1	2.6
14. KPHX	59/2.7	2.4	1.5	1.1	.8
15. KARZ	57/2.6	1.8	2.8	4.1	3.9

12+ TSA 1/4	
1. KTAR	218
2. KMEO-F	212
3. KNIX-F	203
4. KQYT-F	161
KOY	161
6. KZZP-F+	157
7. KDKB-F	153
8. KOPA-F	147
9. KOOL-F	107
10. KUPD-F	105
11. KNIX	84
12. KBBC-F	81
13. KKKQ	73
KLFF	73
15. KJJJ	59

12+ TSA CUME/MSA CUME RAT	
1. KNIX-F	2731/17.6
2. KOY	2681/18.7
3. KTAR	2651/19.2
4. KOPA-F	2446/16.7
5. KMEO-F	2381/17.6
6. KZZP-F+	2352/16.8
7. KQYT-F	2051/14.8
8. KUPD-F	1981/14.2
9. KDKB-F	1862/13.9
10. KOOL-F	1464/10.3
11. KNIX	1349/ 8.0
12. KKKQ	1169/ 8.5
13. KBBC-F	1151/ 8.3
14. KARZ	1129/ 8.0
15. KJJJ	1033/ 6.5

12+ FM SHARE (METRO): 58.67% (1255 of 2139) (A/M 80: 56.32%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KUPD-F	1. KDKB-F	1. KNIX-F	1. KNIX-F	1. KMEO-F	1. KTAR
2. KOPA-F	2. KZZP-F+	2. KDKB-F	2. KOY	2. KQYT-F	2. KOY
3. KZZP-F+	3. KOOL-F	3. KZZP-F+	3. KMEO-F	3. KTAR	3. KNIX-F
4. KDKB-F	4. KBBC-F	4. KOY	4. KQYT-F	4. KOY	4. KZZP-F+
5. KKKQ	5. KOPA-F	5. KOOL-F	5. KOOL-F	5. KNIX-F	5. KMEO-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	89 (2)	575 (5)	664 (7)	31.0
BTFL MUSIC	29 (1)	350 (2)	379 (3)	17.7
COUNTRY	162 (3)	188 (2)	350 (5)	16.4
MOR/AC	141 (1)	92 (1)	233 (2)	10.9
NEWS/TALK	203 (1)		203 (1)	9.5
SPANISH	92 (2)		92 (2)	4.3
BIG BAND	82 (2)	10 (1)	92 (3)	4.3
DISCO	48 (1)		48 (1)	2.2
CLASSICAL		40 (1)	40 (1)	1.9
RELIGION	38 (3)		38 (3)	1.8
			2139 (28)	

PHOENIX ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KTAR	1. KNIX-F	1. KNIX-F	KFLR	1230	.4
2. KMEO-F	2. KOY	2. KOY	KHEP	1280	.7
3. KNIX-F	3. KTAR	3. KTAR	KHEP-F	101.5	1.8
4. KOY	4. KOPA-F	4. KDKB-F	KIFN	860	1.5
5. KQYT-F	5. KMEO-F	5. KQYT-F	KJJJ	910	2.0
6. KZZP-F+	6. KZZP-F+	6. KMEO-F	KJJJ-F	92.3	1.0
7. KDKB-F	7. KQYT-F	7. KOPA-F	KMEO	740	1.3
8. KOPA-F	8. KUPD-F	8. KKKQ	KNIX	1580	2.7
9. KOOL-F	9. KDKB-F	9. KPHX	KRDS	1190	.6
10. KUPD-F	10. KOOL-F	10. KOOL-F	KWAO-F	106.3	.5
11. KBBC-F	11. KNIX		KXAM	1440	2.2
12. KNIX	12. KKKQ		KXIV	1400	.5
13. KKKQ	13. KBBC-F				
KLFF	14. KARZ				
15. KPHX	15. KJJJ				

ADI FM SHARE: 56.46% (1372 of 2430) (A/M 80: 55.22%)

AM STATIONS

KARZ	960	5 KW (DA-N)	COUNTRY	CBS	$ 30.00	(Katz)	Stauffer
KJJJ	910	5 KW (DA-N)	COUNTRY	ABC-E	$ 36.20	(HR/Stone)	ITC
KKKQ	1060	5 KW/500 W (DA-N)	CONTEMP/OLDIES		$ 37.10	(Masla)	
KLFF	1360	5 KW/1 KW (DA-N)	BIG BAND/NOST (Al Ham)		$ 31.00	(Lotus)	
KNIX	1580	50 KW/10 KW (DA-N)	COUNTRY		? ? ? ?	(Christal)	Buck Owens
KOY	550	5 KW/1 KW	AC		$129.50	(Eastman)	Harte-Hanks
KPHX	1480	1 KW	SPANISH		$ 28.00	(PRO)	
KTAR	620	5 KW (DA-N)	NEWS	ABC-I,CBS	$ 69.75	(Blair)	Pulitzer

FM STATIONS

KBBC-F	98.7	115 KW @ 1680	SOFT ROCK		$ 63.75	(Blair)	Pulitzer
KDKB-F	93.3	100 KW @ 1550	AOR (Burk-Abr)	Source	$ 65.00	(Selcom)	Sandusky News
KMEO-F	96.9	100 KW @ 1556	BTFL MUS (Bonne)		$ 46.55	(Mc-Guild)	Scripps-Howard
KNIX-F	102.5	100 KW @ 1610	COUNTRY		$ 80.00	(Christal)	Buck Owens
KOOL-F	94.5	100 KW @ 1620	OLDIES/AC		$ 65.00	(Katz)	
KOPA-F	100.7	100 KW @ 1847	ROCK		$ 45.00	(Torbet)	First Media
KQYT-F	95.5	100 KW @ 1550	BTFL MUS (Churchill)		$ 97.13	(Eastman)	Harte-Hanks
KUPD-F	97.9	100 KW @ 1620	ROCK		$ 45.05	(Masla)	
KZZP-F+	104.7	100 KW @ 1550	ROCK		$ 45.00	(Mc-Guild)	Western Cities

TV STATIONS

KOOL	Phoenix	10	CBS, Gulf United
KPHO	Phoenix	5	IND
KPNX	Phoenix	12	NBC, Combined/Gannett
KTVK	Phoenix	3	ABC

NEWSPAPERS

Phoenix Republic	M	260,090
Phoenix Gazette	E	112,781

PITTSBURGH

Market # 13; ADI # 11
Revenue Rank # 17
Income Rank # 48
APR 18.8
SMSA Pop: 2,286,100
CSI: 18.2 Bil (# 16)

Revenue : $25,511,615
Income : $ 889,560
% Rev Gain: +4.9
Stations: 31/38
Diaries: 1706/1340:1
CSI HH: 22.1 M (# 114)

National Rev: $8,759,382
Nat Rev per Cap: $3.88
Tot Rev per Cap: $11.29
Tot Inc per Cap: $.39
Profit Margin: 3.5%
Retail $: 9.5 Bil (# 15)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. KDKA	803/22.3	22.2	25.3	22.2	23.4
2. WDVE-F	285/ 7.9	6.4	5.4	7.5	7.6
3. WSHH-F	251/ 7.0	7.2	7.3	6.8	8.7
4. WTAE	238/ 6.6	6.6	6.6	6.7	5.1
5. WXKX-F	220/ 6.1	6.8	5.2	5.6	6.6
6. WAMO-F	208/ 5.8	3.7	4.6	5.3	4.8
7. WEEP	152/ 4.2	6.1	3.6	3.4	3.4
8. WWSW-F	141/ 3.9	2.7	3.3	2.3	4.5
9. WPNT-F	136/ 3.8	2.7	3.4	3.5	1.6
10. KQV	120/ 3.3	4.1	4.4	3.8	4.4
11. WFFM-F	96/ 2.7	2.8	3.6	3.9	4.2
12. WDSY-F	90/ 2.5	3.4	3.1	2.4	2.3
13. WYDD-F	78/ 2.2	1.0	2.2	1.7	1.9
14. WWSW	60/ 1.7	3.5	2.3	3.3	2.8
WJOI-F	60/ 1.7	2.2	3.5	4.0	3.7

12+ TSA 1/4	
1. KDKA	1055
2. WDVE-F	411
3. WXKX-F	302
4. WSHH-F	295
5. WTAE	245
6. WAMO-F	238
7. WEEP	236
8. WWSW-F	187
9. WPNT-F	183
10. WYDD-F	138
11. KQV	125
12. WFFM-F	113
WWVA	113
14. WDSY-F	110
15. WJOI-F	70

12+ TSA CUME/MSA CUME RAT	
1. KDKA	13811/51.0
2. WXKX-F	5306/20.2
3. WDVE-F	4849/16.6
4. WTAE	4093/19.9
5. WSHH-F	3869/15.6
6. WWSW-F	3665/14.0
7. WPNT-F	2906/10.8
8. WAMO-F	2438/10.7
9. WEEP	2426/ 7.9
10. WFFM-F	2358/10.1
11. WYDD-F	2329/ 7.4
12. KQV	2206/11.0
13. WWVA	1891/ 2.6
14. WWSW	1686/ 8.2
15. WDSY-F	1465/ 6.0

12+ FM SHARE (METRO): 50.43% (1684 of 3339) (A/M 80: 47.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXKX-F	1. WDVE-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WDVE-F	2. WTAE	2. WDVE-F	2. WTAE	2. WSHH-F	2. WTAE
3. WAMO-F	3. WAMO-F	3. WTAE	3. WEEP	3. WTAE	3. WDVE-F
	4. WXKX-F	4. WAMO-F	4. WSHH-F	4. WPNT-F	4. WXKX-F
	5. KDKA	5. WXKX-F	WWSW-F	WEEP	5. WSHH-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1192 (7)	32 (2)	1224 (9)	37.7
ROCK/AOR/CONTEMP	86 (2)	880 (6)	966 (8)	28.9
BTFL MUSIC		387 (2)	387 (2)	11.6
COUNTRY	213 (4)	120 (2)	333 (6)	10.0
BLACK/URBAN		208 (1)	208 (1)	6.2
NEWS/TALK	120 (1)		120 (1)	3.6
RELIGION	44 (2)	19 (1)	63 (3)	1.9
BIG BAND		38 (1)	38 (1)	1.1
			3339 (31)	

PITTSBURGH ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KDKA	1. KDKA	1. KDKA
2. WDVE-F	2. WXKX-F	2. WAMO-F
3. WSHH-F	3. WDVE-F	3. WXKX-F
4. WXKX-F	4. WTAE	4. WTAE
5. WTAE	5. WSHH-F	5. WDVE-F
6. WEEP	6. WWSW-F	6. WSHH-F
7. WAMO-F	7. WPNT-F	7. KQV
8. WWSW-F	8. WAMO-F	8. WKTQ
9. WPNT-F	9. WEEP	9. WDSY-F
10. WYYD-F	10. WFFM-F	10. WWSW
11. KQV	11. KQV	
12. WFFM-F	12. WYDD-F	
13. WDSY-F	13. WWSW	
14. WMBS	14. WKTQ	
15. WJOI-F	15. WDSY-F	

OTHER RATED STATIONS/METRO SHARE

WBVP	1230	Beaver Falls	1.2
WCNS	1480	Latrobe	.6
WEDO	810	McKeesport	.3
WESA+	940	Charleroi	.4
WHJB	620	Greensburg	.8
WIXZ	1360	McKeesport	.6
WKPA	1150	New Kensington	.6
WKTQ	1320		1.6
WMBA	1460	Ambridge	.5
WNUF-F	100.7	New Kensington	1.1
WOKU-F	107.1	Greensburg	.8
WPIT	730		.9
WPIT-F	101.5		.5
WWKS-F	106.7	Beaver Falls	.7
WWVA	1170	Wheeling	.5

ADI FM SHARE: 50.65% (2305 of 4551) (A/M 80: 49.93%)

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC,	$200.00	(RAR)	Westinghouse
KQV ,	1410,	5 KW (DA-2)	, NEWS	CBS,MBS,	$ 45.00	(Eastman)	Taft
WEEP,	1080,	50 KW (DAYS,DA)	, COUNTRY	,	$ 71.67	(MMR)	Entercom
WKTQ,	1320,	5 KW (DA-N)	, CONTEMP/AC	,	$ 34.50	(Christal)	BENI*
WTAE,	1250,	5 KW (DA-N)	, AC	ABC-E,	$ 90.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	, MOR	ABC-I,	$ 43.50	(Blair)	Block
WMBS,	590,	1 KW (DA-N)	, VARIETY	CBS,	$ 9.70	(Regional)	(UNIONTOWN)

WWVA - See Wheeling WKTQ is now using Al Ham

FM STATIONS

WAMO-F,	105.9,	72 KW @ 440,	BLACK	SBN,	$ 52.50	(HR/Stone)	Sheridan
WDSY-F,	107.9,	50 KW @ 500,	COUNTRY	,	$ 67.50	(MMR)	Entercom
WDVE-F,	102.5,	55 KW @ 820,	AOR (Burk-Abr)	Source,	$ 80.00	(Eastman)	Taft
WFFM-F,	96.9,	60 KW @ 520,	AC/SOFT	RKO,	$ 60.50	(Buckley)	
WJOI-F,	93.7,	41 KW @ 547,	ROCK (Burk-Abr)	,	$ 51.25	(Torbet)	EZ
WPNT-F,	92.9,	47 KW @ 890,	BTFL MUS (Bonne)	,	$ 36.75	(RAR)	Westinghouse
WSHH-F,	99.7,	11 KW @ 920,	BTFL MUS (Schulke)	,	$ 59.50	(Christal)	Nationwide
WWSW-F,	94.5,	50 KW @ 810,	CONTEMP	ABC-C,	$ 43.50	(Blair)	Block
WXKX-F,	96.1,	50 KW @ 500,	ROCK	ABC-F,	$ 70.00	(Katz)	Hearst
WYDD-F,	104.7,	50 KW @ 1573,	AOR (Noble)	,	$ 39.50	(Masla)	

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse
WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND
WPGH	Pittsburgh	53	IND, Meredith
WTAE	Pittsburgh	4	ABC, Hearst

NEWSPAPERS

Pittsburgh Press	M	177,941, Scripps-Howard
Pittsburgh Post-Gazette	E	258,953, Block

PORTLAND, ME

Market # 150	Revenue : $3,245,812	National Rev: $660,023
Revenue Rank # 132	Income : $ -284,293	Nat Rev per Cap: $3.52
Income Rank # 230	% Rev Gain: +14.2	Tot Rev per Cap: $17.33
APR 15.9	Stations: 18/11	Tot Inc per Cap: $-1.52
SMSA Pop: 187,300	Diaries: 523/358:1	Profit Margin: ---
CSI : 1.8 Bil (# 155)	CSI HH: 21.0 M (# 168)	Retail $: 1.2 Bil (# 148)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WPOR-F	45/15.7	6.7	10.1	1. WGAN-F	124	1. WGAN-F	1482/20.1
2. WGAN	38/13.3	11.9	17.5	2. WPOR-F	109	2. WPOR-F	1267/21.5
3. WYNZ	29/10.1	3.6	2.6	3. WBLM-F	95	3. WIGY-F	1045/ 9.8
4. WBLM-F	28/ 9.8	10.3	3.7	4. WIGY-F	69	4. WBLM-F	1010/19.2
5. WJBQ-F	26/ 9.1	8.3	7.8	5. WGAN	53	5. WGAN	936/35.0
6. WGAN-F	25/ 8.7	13.4	8.6	6. WJBQ-F	41	6. WBZ	715/13.3
7. WYNZ-F	19/ 6.6	8.7	6.3	7. WHOM-F	39	7. WJBQ-F	668/19.6
8. WPOR	11/ 3.8	8.3	8.2	8. WYNZ-F	33	8. WHOM-F	658/ 8.0
WMGX-F	11/ 3.8	7.1	7.8	9. WYNZ	32	9. WYNZ-F	566/21.0
WIGY-F	11/ 3.8	4.0	6.7	10. WBZ	30	10. WYNZ	506/22.5

12+ FM SHARE (METRO): 63.64% (175 of 275) (A/M 80: 68.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYNZ-F	1. WBLM-F	1. WPOR-F	1. WPOR-F	1. WPOR-F	1. WPOR-F+
2. WJBQ-F	2. WJBQ-F	2. WBLM-F	2. WGAN	2. WYNZ	2. WGAN
WIGY-F	3. WGAN	3. WGAN	3. WYNZ	3. WGAN	3. WBLM-F

OTHER RATED STATIONS/METRO SHARE

WDCI	1580	Gorham	1.0	WMER	1440	Westbrook	2.1
WKXA	900	Brunswick	.3	WBZ	1030	Boston	2.8
WKXA-F	98.9	Brunswick	1.0	WEEI	590	Boston	.3
WLOB	1310		1.0	WHOM-F	94.9	Mt. Washington	2.4

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	84 (4)	87 (5)	31.6
COUNTRY	11 (1)	48 (2)	59 (3)	21.5
MOR/AC	46 (2)	11 (1)	57 (3)	20.7
BTFL MUSIC		32 (2)	32 (2)	11.6
BIG BAND/NOST	29 (1)		29 (1)	10.5
UNKNOWN	6 (1)		6 (1)	2.2
RELIGION	3 (1)		3 (1)	1.1
NEWS/TALK	2 (2)		2 (2)	0.7
			275 (18)	

RADIO STATIONS

WGAN, 560, 5 KW (DA-1), MOR	, $34.28	(Blair)	Guy Gannett
WPOR, 1490, 1 KW/250 W , COUNTRY (Musicworks)	, $10.00	(Mc-Guild)	Ocean Coast
WYNZ, 970, 5 KW (DA-N), BIG BAND/NOST (Al Ham)	, $? ?	(Eastman)	Eastman
WGAN-F, 102.9, 100 KW @ 1470, BTFL MUS (Schulke)	, $34.28	(Blair)	Guy Gannett
WJBQ-F, 97.9, 50 KW @ 500, CONTEMP	, $24.50	(Buckley)	
WMGX-F, 93.1, 50 KW @ 315, CONTEMP/SOFT	, $15.72	(Torbet)	
WPOR-F, 101.9, 50 KW @ 492, COUNTRY (Musicworks)	, $39.20	(Mc-Guild)	Ocean Coast
WYNZ-F, 100.9, 3 KW @ 255, AOR (Burk-Abr)	, $? ?	(Eastman)	Eastman)
WBLM-F, 107.5, 30 KW @ 612, ROCK	, $24.00	(Selcom)	
WHOM-F, 94.9, 48 KW @ 3756, BTFL MUS (Bonne)	, $27.75	(P/W)	(MT. WASHINGTON)
WIGY-F, 105.9, 50 KW @ 500, ROCK	, $17.00	(Masla)	(BATH)

TV STATIONS				
	WCSH	Portland	6	NBC, Maine Bdcst
	WMTW	Portland	8	ABC, Mid New York
	WGAN	Portland	13	CBS, Guy Gannett

NEWSPAPERS			
	Portland Express	E	30,245, Guy Gannett
	Portland Press-Herald	M	56,760, Guy Gannett

PORTLAND, OR

Market # 33; ADI # 24
Revenue Rank # 28
Income Rank # 26
APR 15.5
SMSA Pop: 1,237,200
CSI: 10.5 Bil (# 31)

Revenue : $16,098,778
Income : $ 1,732,294
% Rev Gain: -5.5
Stations: 25/22
Diaries: 1291/958:1
CSI HH: 22.6 M (# 94)

National Rev: $6,564,599
Nat Rev per Cap: $5.63
Tot Rev per Cap: $13.81
Tot Inc per Cap: $1.49
Profit Margin: 10.8%
Retail $: 5.7 Bil (# 32)

12+ METRO	1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. KGON-F	152/9.4	10.2	7.9	8.5	7.7
2. KGW	147/9.1	9.1	11.1	11.9	13.0
3. KEX	128/7.9	9.3	7.3	9.1	5.5
4. KUPL-F	111/6.9	6.7	7.1	7.2	6.7
5. KXL-F	109/6.8	6.7	8.1	5.3	4.6
6. KINK-F	86/5.3	4.5	4.4	5.9	3.9
7. KYTE	85/5.3	4.9	5.5	3.3	4.4
8. KYXI	82/5.1	4.9	3.7	3.3	3.6
9. KLLB-F	80/5.0	3.0	2.4	2.6	2.9
10. KWJJ	72/4.5	5.1	5.6	5.5	7.3
11. KKEY	62/3.8	3.1	3.8	5.5	3.3
12. KQFM-F	61/3.8	1.8	2.3	1.9	1.0

12+ TSA	1/4
1. KGON-F	224
2. KGW	189
3. KUPL-F	164
4. KEX	152
5. KXL-F	150
6. KLLB-F	122
7. KYTE	118
8. KINK-F	107
9. KWJJ	100
10. KYXI	88
11. KMJK-F	82
12. KXL	80

12+ TSA CUME/MSA CUME RAT	
1. KGW	3933/26.0
2. KGON-F	2570/17.7
3. KEX	2397/17.4
4. KUPL-F	2269/16.3
5. KWJJ	1976/13.7
6. KXL-F	1896/13.5
7. KLLB-F	1818/12.2
8. KXL	1723/11.3
9. KINK-F	1543/11.7
10. KYTE	1541/11.0
11. KMJK-F	1443/ 9.9
12. KYXI	1423/12.3

12+ FM SHARE (METRO): 49.48% (759 of 1522) (A/M 80: 46.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGON-F	1. KGON-F	1. KGW	1. KUPL-F	1. KUPL-F	1. KGW
2. KMJK-F	2. KGW	2. KGON-F	2. KEX	2. KEX	2. KEX
3. KGW	3. KINK-F	3. KINK-F	3. KGW	3. KYTE	3. KGON-F
4. KCNR-F	4. KLLB-F	4. KLLB-F	4. KLLB-F	4. KXL-F	4. KWJJ+
5. KYTE	5. KQFM-F	5. KEX	5. KINK-F	5. KWJJ	5. KXL

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	181 (3)	429 (5)	610 (8)	40.1
BTFL MUSIC	46 (1)	220 (2)	266 (3)	17.5
COUNTRY	173 (4)	36 (1)	209 (5)	13.7
NEWS/TALK	204 (4)		204 (4)	13.4
MOR/AC	128 (1)	61 (1)	189 (2)	12.4
RELIGION	31 (2)		31 (2)	2.0
UNKNOWN		13 (1)	13 (1)	0.9
			1522 (25)	

PORTLAND ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KGON-F	1. KGW	1. KGW
2. KGW	2. KGON-F	2. KGON-F
3. KUPL-F	3. KEX	3. KWJJ
4. KEX	4. KUPL-F	4. KYTE
5. KXL-F	5. KWJJ	5. KUPL-F
6. KYTE	6. KXL-F	6. KYXI
7. KLLB-F	7. KLLB-F	7. KXL-F
8. KINK-F	8. KXL	8. KEX
9. KWJJ	9. KYTE	9. KQFM-F
10. KYXI	10. KINK-F	KLLB-F
11. KMJK-F	11. KYXI	
12. KXL	12. KMJK-F	
13. KQFM-F	13. KCNR-F	
KKEY	14. KQFM-F	
15. KCNR-F	15. KJIB-F	

OTHER RATED STATIONS/METRO SHARE			
KAAR	1480	Vancouver	.6
KCNR-F	97.1		3.2
KGAR	1550	Vancouver	.4
KKSN	910	Vancouver	1.5
KLIQ	1290		.5
KMJK-F	106.7	Lake Owego	3.7
KPAM	1410		1.3
KPDQ	800		.6
KPDQ-F	93.7		.8
KRDR	1230	Gresham	.6
KUPL	1330		2.9
KJIB-F	99.5		2.2
KXL	750		3.2

ADI FM SHARE: 51.22% (1150 of 2245) (A/M 80: 45.30%)

AM STATIONS

KEX , 1190, 50 KW (DA-1) , MOR/TALK ABC-I, $ 60.00 (MMR) Golden West
KGW , 620, 5 KW (DA-N) , CONTEMP , $140.00 (Blair) King
KKEY, 1150, 5 KW (DAYS,DA) , TALK MBS, $? ? (----)

KWJJ, 1080, 50 KW/10 KW (DA-1), COUNTRY ABC-E, $ 79.88 (Katz) Park
KXL , 750, 50 KW/1 KW (DA-1) , NEWS/TALK MBS, $ 58.50 (Mc-Guild) Kaye-Smith
KYTE, 970, 5 KW (DA-N) , COUNTRY , $ 46.00 (Selcom) Gaylord
KYXI, 1520, 50 KW/10 KW (DA-1), NEWS MBS,CBS, $ 38.88 (Buckley) Des Moines Reg

FM STATIONS

KCNR-F, 97.1, 100 KW @ 1200, CONTEMP ABC-C, $ 38.75 (Christal) Duffy
KGON-F, 92.3, 100 KW @ 920, AOR (Burk-Abr) , $ 62.00 (Buckley) Des Moines Reg
KINK-F, 101.9, 100 KW @ 1611, ROCK , $ 60.00 (Blair) King
KLLB-F, 101.1, 100 KW @ 1640, CONTEMP , $ 46.00 (Selcom) Gaylord
KMJK-F, 106.7, 94 KW @ 880, ROCK , $ 38.00 (Eastman) Harte-Hanks

KQFM-F, 100.3, 100 KW @ 920, OLDIES ABC-F,Source, $ 35.00 (MMR) Golden West
KUPL-F, 98.5, 100 KW @ 1100, BTFL MUS (Bonne) , $ 72.00 (Torbet)
KJIB-F, 99.5, 100 KW @ 920, COUNTRY , $ 44.35 (Katz) Park
KXL-F , 95.5, 100 KW @ 920, BTFL MUS , $ 58.50 (Mc-Guild) Kaye-Smith

TV STATIONS

KATU	Portland	2	ABC, Fisher's Blend
KGW	Portland	8	NBC, King
KOIN	Portland	6	CBS, Lee
KPTV	Portland	12	IND, Chris Craft

NEWSPAPERS

Portland Oregonian	M	253,793,	Newhouse
Portland Oregon Journal	E	111,728,	Newhouse
Oregon Statesman (Salem)	M	48,876,	Gannett
Salem Capital Journal	E	16,678,	Gannett

PROVIDENCE

Market # 45; ADI # 33
Revenue Rank # 51
Income Rank # 204
APR 18.7
SMSA Pop: 862,200
CSI: 6.7 Bil (# 45)

Revenue : $8,969,965
Income : $ -116,682
% Rev Gain: +3.6
Stations: 39/20
Diaries: 1607/537:1
CSI HH: 21.3 M (# 153)

National Rev: $3,439,561
Nat Rev per Cap: $3.82
Tot Rev per Cap: $9.95
Tot Inc per Cap: $-.13
Profit Margin: ---
Retail $: 2.9 Bil (# 58)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WPRO-F	235/10.5	8.3	5.8	7.7	9.9
2. WLKW-F	222/10.0	12.8	10.8	12.4	10.1
3. WPRO	187/ 8.4	8.3	5.8	7.7	9.9
4. WPJB-F	136/ 6.1	7.7	9.4	7.2	7.2
5. WEAN	116/ 5.2	5.5	5.7	4.9	5.4
6. WCOZ-F	104/ 4.7	3.8	1.6	1.8	.6
7. WLKW	103/ 4.6	4.7	2.3	2.4	2.6
8. WHJJ	98/ 4.4	2.6	4.7	3.9	5.8
9. WHJY-F	83/ 3.7	5.6	5.1	6.0	5.5
10. WSNE-F	73/ 3.3	.8	.5	.3	.7

12+ TSA 1/4	
1. WPRO-F	265
2. WLKW-F	224
3. WPRO	187
4. WPJB-F	164
5. WCOZ-F	157
6. WEAN	117
7. WLKW	104
8. WHJJ	99
9. WHJY-F	92
10. WAAF-F	91

12+ TSA CUME/MSA CUME RAT	
1. WPRO-F	4032/30.2
2. WPRO	3381/27.4
3. WPJB-F	3157/22.5
4. WLKW-F	2574/20.9
5. WEAN	2190/17.8
6. WCOZ-F	2027/12.3
7. WHJJ	1957/16.0
8. WBZ	1552/ 7.6
9. WHJY-F	1373/ 9.8
10. WMYS-F	1342/ 9.1

12+ FM SHARE (METRO): 55.89% (1176 of 2104) (A/M 80: 58.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPJB-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WLKW-F	1. WPRO
2. WPRO-F	2. WCOZ-F	2. WPRO	2. WLKW-F	2. WPRO	2. WPRO-F
3. WCOZ-F	3. WPJB-F	3. WLKW-F	3. WPRO	3. WLKW	3. WEAN
4. WAAF-F	4. WPRO	4. WPJB-F	4. WSNE-F	4. WPRO-F	4. WLKW-F
5. WXKS-F	5. WAAF-F	5. WCOZ-F	5. WPJB-F	5. WHJY-F	5. WPJB-F

OTHER RATED STATIONS/METRO SHARE

WCRB-F	102.5	Boston	1.0	WJIB-F	96.9	Boston	.9
WEEI	590	Boston	.3	WNBC	660	New York	.7
WEEI-F	103.3	Boston	.9	WPLM-F+	99.1	Plymouth	.5
WHDH	850	Boston	1.2	WROR-F	98.5	Boston	.4
WHUE-F	100.7	Boston		WXKS-F	107.9	Boston	1.8

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (2)	716 (9)	777 (11)	36.9
MOR/AC	523 (11)	83 (2)	606 (13)	28.8
BTFL MUSIC	16 (1)	344 (5)	360 (6)	17.1
NEWS/TALK	147 (3)		147 (3)	7.0
BIG BAND	105 (2)	10 (1)	115 (3)	5.5
COUNTRY	55 (1)		55 (1)	2.6
CLASSICAL		23 (1)	23 (1)	1.1
RELIGION	21 (1)		21 (1)	1.0
			2104 (39)	

PROVIDENCE ADI

	12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1.	WPRO-F	WPRO-F	WPRO-F
2.	WLKW-F	WPRO	WPRO
3.	WPRO	WPJB-F	WLKW-F
4.	WPJB-F	WLKW-F	WEAN
5.	WEAN	WEAN	WPJB-F
6.	WCOZ-F	WHJJ	WHJJ
7.	WLKW	WCOZ-F	WCOZ-F
8.	WHJJ	WLKW	WBSM
9.	WHJY-F	WHJY-F	WXKS-F
10.	WSNE-F	WMYS-F	WLKW
11.	WAAF-F	WAAF-F	
12.	WMYS-F	WSNE-F	
13.	WHIM	WNBC	
14.	WNBC	WBZ	
15.	WBZ	WGNG	

ADI FM SHARE: 54.43% (1289 of 2368) (A/M 80: 58.00%)

OTHER RATED STATIONS/METRO SHARE			
WADK	1540	Newport	1.2
WALE	1400	Fall River	.6
WARA	1320	Attleboro	.7
WBRU-F	95.5		1.6
WBSM	1420	New Bedford	2.2
WGNG	550	Pawtucket	2.0
WHIM	1110		2.5
WICE	1290		.9
WKRI	1450	West Warwick	.4
WMYS-F	98.1	New Bedford	2.9
WNBH	1340	New Bedford	.7
WOTB-F	107.1	Middletown	.3
WPEP	1570	Taunton	1.1
WSAR	1480	Fall River	1.5
WWON	1240	Woonsocket	.7
WAAF-F	107.3	Worcester	2.9
WBCN-F	104.1	Boston	.7
WBZ	1030	Boston	2.2

AM STATIONS

WEAN, 790, 5 KW (DA-2) , NEWS CBS,MBS, $80.00 (Mc-Guild) Prov Journal
WGNG, 550, 1 KW (DA-N) , CONTEMP/AC ABC-C, $26.25 (Christal)
WHJJ, 920, 5 KW (DA-N) , MOR ABC-E, $51.25 (Katz)

WLKW, 990, 50 KW (DAYS,DA), BIG BAND (Al Ham) ABC-I, $35.00 (Tornet) McCormick
WPRO, 630, 5 KW (DA-N) , AC/CONTEMP , $72.50 (Blair) Capital Cities
WHIM, 1110, 1 KW (DAYS) , COUNTRY , $55.00 (Christal)

FM STATIONS

WHJY-F, 94.1, 50 KW @ 434, BTFL MUS (Churchill) , $51.25 (Katz)
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS (Carson) , $85.00 (Torbet) McCormick
WMYS-F, 98.1, 50 KW @ 589, ROCK (Drake-Chen) , $18.70 (Christal) (NEW BEDFORD)
WPJB-F, 105.1, 50 KW @ 500, ROCK , $80.00 (Mc-Guild) Prov Journal

WPRO-F, 102.3, 50 KW @ 500, ROCK , $72.50 (Blair) Capital Cities
WSNE-F, 93.3, 50 KW @ 619, AC NBC, $30.00 (Eastman) Outlet

WAAF-F - See Worcester Other Stations - See Boston

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Knight-Ridder
WLNE	New Bedford	6	CBS, Knight-Ridder

NEWSPAPER

Providence Bulletin, Journal M - 75,435 E - 141,759

PUEBLO

Market # 240
Revenue Rank # 230
Income Rank # 239
APR 15.5
SMSA Pop: 129,100
CSI: 1.0 Bil (# 226)

Revenue : $1,309,683
Income : $ -400,025
% Rev Gain: -2.9
Stations: 17/8
Diaries: 575/225:1
CSI HH: 20.1 M (# 209)

National Rev: $173,770
Nat Rev per Cap: $1.35
Tot Rev per Cap: $10.14
Tot Inc per Cap: $-3.10
Profit Margin: ---
Retail $: .5 Bil (# 245)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KIDN	22/13.6	13.7	13.7
2. KCCY-F	20/12.3	5.2	4.8
3. KCSJ	17/10.5	8.5	10.1
4. KILO-F	15/ 9.3	11.8	8.3
5. KDZA	14/ 8.6	15.7	18.5
6. KZLO-F	12/ 7.4	6.5	1.8
7. KRDO-F	11/ 6.8	3.9	7.1
8. KYNR-F	8/ 4.9	4.6	3.0
KSPZ-F	8/ 4.9	4.6	3.6
10. KAPI	7/ 4.3	2.6	7.7

12+ TSA 1/4	
1. KIDN	28
2. KCSJ	23
3. KCCY-F	20
KILO-F	20
5. KDZA	17
6. KOA	16
7. KRDO-F	15
8. KSPZ-F	14
KZLO-F	14
10. KYNR-F	8

12+ TSA CUME/MSA CUME RAT	
1. KIDN	353/26.1
2. KDZA	345/28.0
3. KCSJ	339/21.8
4. KILO-F	246/16.8
5. KCCY-F	241/21.6
6. KSPZ-F	208/13.3
7. KOA	189/ 7.9
8. KZLO-F	168/13.5
9. KRDO-F	167/ 8.6
10. KIIQ-F	127/ 5.8

12+ FM SHARE (METRO): 55.70% (88 of 158) (A/M 80: 43.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDZA	1. KILO-F	1. KCCY-F	1. KIDN	1. KIDN	1. KCSJ
2. KILO-F	2. KCCY-F	2. KIDN	2. KCCY-F	2. KCSJ	2. KIDN
3. KSPZ-F	3. KIDN	3. KILO-F	3. KZLO-F	3. KCCY-F	3. KDZA

OTHER RATED STATIONS/METRO SHARE

KAPI-F	107.1		3.1
KRQY-F	98.9		1.2
KOA	850	Denver	2.5
KFEL	970		1.2
KIIQ-F	102.7	Colorado Springs	1.9
KKFM-F	96.5	Colorado Springs	2.5
KPUB	1480		2.5

FORMATS	AM	FM	TOTAL	%
COUNTRY	26 (2)	20 (1)	46 (3)	29.1
ROCK/AOR/CONTEMP	14 (1)	30 (4)	44 (5)	27.8
MOR/AC	17 (1)	12 (1)	29 (2)	18.4
BTFL MUSIC		19 (2)	19 (2)	12.0
SPANISH	7 (1)	5 (1)	12 (2)	7.6
NEWS/TALK	4 (1)		4 (1)	2.5
RELIGION	2 (1)		2 (1)	1.3
UNKNOWN		2 (1)	2 (1)	1.3
			158 (17)	

RADIO STATIONS

KAPI, 690, 250 W (DAYS) , SPANISH , $ 9.00 (Caballero)
KCSJ, 590, 1 KW (DA-1) , MOR ABC-I, $ 9.50 (Eastman)
KDZA, 1230, 1 KW/250 W , ROCK , $15.50 (Masla)
KIDN, 1350, 5 KW/1 KW (DA-N), COUNTRY NBC, $15.00 (Torbet) Scribner

KCCY-F, 97.9, 100 KW @ 320, COUNTRY , $11.00 (Savalli)
KYNR-F, 99.9, 68 KW @ 2000, BTFL MUS (FM-100) , $10.75 (PRO) Peoria Jrnl Star
KZLO-F, 100.7, 100 KW @ 800, AC ABC-E, $15.50 (Masla)

KOA - See Denver OTHER STATIONS - See Colorado Springs

NEWSPAPERS, TV STATIONS - See Colorado Springs

RALEIGH

Market # 78; ADI # 41
Revenue Rank # 58
Income Rank # 74
APR 16.2
SMSA Pop: 532,800
CSI: 4.2 Bil (# 75)

Revenue : $7,878,115
Income : $ 541,999
% Rev Gain: -5.5
Stations: 20/17
Diaries: 982/543:1
CSI HH: 22.3 M (# 104)

National Rev: $1,955,748
Nat Rev per Cap: $3.84
Tot Rev per Cap: $15.47
Tot Inc per Cap: $1.06
Profit Margin: 6.9%
Retail $: 2.3 Bil (# 78)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WRAL-F	112/15.6	13.3	12.5	11.3	13.6
2. WPTF	82/11.4	14.4	14.6	15.1	14.7
3. WYYD-F	73/10.2	7.0	9.0	10.3	8.4
4. WQDR-F	59/ 8.2	11.1	9.3	10.8	8.3
5. WDUR	55/ 7.6	5.7	7.3	4.3	3.3
6. WSRC	48/ 6.7	4.7	9.2	3.1	4.0
7. WLLE	44/ 6.1	8.3	---	6.4	7.1
8. WKIX	35/ 4.9	6.6	7.4	7.4	8.6
9. WDCG-F	22/ 3.1	2.9	5.1	6.2	7.9
10. WCHL	17/ 2.4	1.9	1.5	3.1	1.8

12+ TSA 1/4	
1. WRAL-F	389
2. WYYD-F	151
3. WPTF	149
WQDR-F	149
5. WDUR	64
6. WSRC	52
7. WLLE	51
8. WKIX	46
9. WDCG-F	37
10. WAKS-F	24

12+ TSA CUME/MSA CUME RAT	
1. WRAL-F	4919/32.5
2. WQDR-F	2228/18.7
3. WPTF	2212/28.4
4. WYYD-F	1764/18.1
5. WKIX	1185/20.3
6. WDCG-F	702/ 8.9
7. WLLE	647/11.0
8. WDUR	559/10.6
9. WDNC	503/ 8.3
10. WSRC	488/ 9.0

12+ FM SHARE (METRO): 46.33% (290 of 626) (A/M 80: 42.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDUR	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F
2. WQDR-F	2. WQDR-F	2. WQDR-F	2. WYYD-F	2. WYYD-F	2. WPTF
3. WRAL-F	3. WDUR	3. WDUR	3. WPTF	3. WSRC	3. WQDR-F
4. WDCG-F	4. WYYD-F	WYYD-F	4. WKIX	4. WRAL-F	4. WYYD-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	52 (2)	193 (3)	245 (5)	39.1
BLACK	147 (3)	4 (1)	151 (4)	24.1
MOR/AC	97 (2)		97 (2)	15.5
BTFL MUSIC		73 (1)	73 (1)	11.7
COUNTRY	32 (4)	16 (2)	48 (6)	7.7
RELIGION	8 (1)		8 (1)	1.3
CLASSICAL		4 (1)	4 (1)	.6
			626 (20)	

RALEIGH ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WRAL-F	1. WRAL-F	1. WPTF
2. WPTF	2. WQDR-F	2. WRAL-F
WQDR-F	3. WPTF	3. WDUR
4. WYYD-F	4. WQSM-F	4. WYYD-F
5. WQSM-F	5. WYYD-F	5. WQDR-F
6. WDUR	6. WKIX	6. WKIX
7. WSRC	7. WLLE	7. WSRC
8. WLLE	8. WDCG-F	8. WTIK
9. WKIX	9. WFNC	
10. WFNC	10. WDUR	
11. WDCG-F	11. WDNC	
12. WARR	12. WSRC	
13. WRSV-F	13. WITN-F	
14. WFAI	14. WFLB	
WFBS	15. WCHL	
WAKS-F		

OTHER RATED STATIONS/METRO SHARE			
WAKS	1460	Fuquay	.4
WAKS-F	103.9	Fuquay	1.1
WDBS-F	107.1		.6
WDNC	620		2.1
WPJL	1240		1.1
WRBX	1530	Chapel Hill	.6
WTIK	1310		1.7
WYNA	1550		1.8
WPCM-F	101.1	Burlington	1.1
WQMG-F	97.1	Greensboro	.6

ADI FM SHARE: 57.27% (997 of 1741) (A/M 80: 55.00%)

WCHL, 1360, 5 KW/1 KW (DA-N), CONTEMP MBS, $18.00 (Southern) (CHAPEL HILL)
WDUR, 1490, 1 KW/250 W , BLACK (Drake-Chen) ABC-C, $17.00 (Selcom)
WDNC, 620, 5 KW/1 KW (DA-2), MOR CBS, $21.00 (Torbet)
WKIX, 850, 10 KW/5 KW (DA-N), CONTEMP RKO, $35.50 (Blair) Mann

WLLE, 570, 500 W (DAYS) , BLACK SBN, $16.75 (Howard)
WPTF, 680, 50 KW (DA-N) , MOR NBC,ABC-E, $54.50 (Christal) Durham Life
WSRC, 1410, 5 KW (DAYS,DA) , BLACK NBN, $16.50 (Howard)

FM STATIONS

WAKS-F, 103.9, 3.5 KW @ ? ?, COUNTRY (?) MBS, $? ? (----) (FUQUAY)
WDCG-F, 105.1, 36 KW @ 330, ROCK ABC-I, $28.00 (Torbet)
WQDR-F, 94.7, 100 KW @ 1025, AOR (Burk-Abr) ABC-F, $45.00 (Mc-Guild) Durham Life
WRAL-F, 101.5, 100 KW @ 1900, CONTEMP (Drake-Chen) ,$100.00 (Katz) Capitol

WYYD-F, 96.1, 98 KW @ 992, BTFL MUS (Bonne) , $45.75 (Blair) Mann Media
WRSV-F, 92.1, 1.7 KW @ 380, BLACK SBN, $ 4.00 (Southern) (ROCKY MOUNT)

Other Stations - See Fayetteville and Greenville, NC

TV STATIONS

WPTF	Durham	28	NBC, Durham Life
WRAL	Raleigh	5	ABC, Capitol
WTVD	Durham	11	CBS, Capital Cities

NEWSPAPERS

Raleigh News and Observer	M	131,921
Raleigh Times	E	35,194
Fayetteville Times	M	22,663
Fayetteville Observer	E	42,116
Durham Herald	M	41,886
Durham Sun	E	22,068

READING

Market # 123
Revenue Rank # 145
Income Rank # 134
APR 17.4
SMSA Pop: 311,700
CSI: 2.6 Bil (# 114)

Revenue : $2,913,995
Income : $ 155,995
% Rev Gain:+9.1
Stations: 30/5
Diaries: 606/514:1
CSI HH: 21.7 M (# 134)

National Rev: $207,411
Nat Rev per Cap: $ .67
Tot Rev per Cap: $9.35
Tot Inc per Cap: $ .50
Profit Margin: 5.4%
Retail $: 1.3 Bil (# 127)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WEEU	84/18.0	15.0	15.8
2. WRFY-F	51/10.9	11.6	7.3
3. WHUM	40/ 8.6	8.7	14.5
4. WIFI-F	32/ 6.9	5.4	4.5
WYSP-F	32/ 6.9	6.0	4.1
6. WRAW	25/ 5.4	6.7	5.3
7. WWSH-F	23/ 4.9	6.3	5.3
8. WEAZ-F	18/ 3.9	2.9	4.1
9. WXKW-F	17/ 3.6	3.8	1.5
10. KYW	15/ 3.2	4.5	6.2

NOTE: The Reading TSA and MSA are the same.

12+ CUME/CUME RATING	
1. WEEU	934/35.0
2. WHUM	687/25.7
3. WRFY-F	648/24.3
4. WRAW	558/20.9
5. WIFI-F	472/17.7
6. WYSP-F	415/15.5
7. KYW	404/15.1
8. WMMR-F	263/ 9.8
9. WWSH-F	252/ 9.4
10. WFIL	250/ 9.4

12+ FM SHARE (METRO): 64.50% (278 of 431) (A/M 80: 55.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIFI-F	1. WYSP-F	1. WRFY-F	1. WEEU	1. WEEU	1. WEEU
2. WYSP-F	2. WRFY-F	2. WYSP-F	WRFY-F	2. WHUM	2. WHUM
	3. WIFI-F	3. WEEU	3. WHUM	3. WRFY-F	3. WRFY-F

OTHER RATED STATIONS/METRO SHARE

WBYO-F	107.5	Boyertown	.9	WLEV-F	96.1	Easton	.6
WAEB	790	Allentown	.4	WMGK-F	102.9	Philadelphia	1.3
WCAU-F	98.1	Philadelphia	.9	WMMR-F	93.3	Philadelphia	2.8
WFIL	560	Philadelphia	2.6	WNCE-F	101.3	Lancaster	.4
WFLN-F	95.7	Philadelphia	.6	WQQQ-F	99.9	Easton	.6
WFMZ-F	100.7	Allentown	.4	WSNI-F	104.5	Philadelphia	.9
WHP-F	97.3	Harrisburg	.4	WUSL-F	98.9		1.3
WIOQ-F	102.1	Philadelphia	.9	WVCD-F	97.9	Hazleton	.6
WIOV-F	105.1	Ephrata	1.1	WWDB-F	96.5	Philadelphia	1.9
WLAN-F	96.9	Lancaster	1.1	WZZO-F	95.1	Bethlehem	.4

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	2 (1)	142 (9)	144 (10)	33.4
MOR/AC	121 (3)	16 (3)	137 (6)	31.8
COUNTRY	40 (1)	22 (2)	62 (3)	14.4
BTFL MUSIC		53 (7)	53 (7)	12.3
NEWS/TALK	15 (1)	9 (1)	24 (2)	5.6
BLACK/JAZZ		4 (1)	4 (1)	0.9
RELIGION		4 (1)	4 (1)	0.9
CLASSICAL		3 (1)	3 (1)	0.7
			431 (30)	

RADIO STATIONS

WEEU, 850, 1 KW (DA-N), MOR	ABC-E, $25.75	(Buckley)	Reading Times
WHUM, 1240, 1 KW/250 W , COUNTRY	NBC, $21.75	(Torbet)	Brill
WRAW, 1340, 1 KW/250 W , CONTEMP/AC	ABC-C, $21.50	(Masla)	
WRFY-F, 102.5, 15 KW @ 820, CONTEMP/AC	ABC-F,RKO, $26.50	(HR/Stone)	

OTHER STATIONS - SEE PHILADELPHIA, ALLENTOWN, LANCASTER, HARRISBURG

NEWSPAPERS

Reading Eagle	E	42,941
Reading Times	M	42,548

RENO

Market # 171
Revenue Rank # 104
Income Rank # 77
APR 16.8
SMSA Pop: 204,500
CSI: 1.9 Bil (# 150)

Revenue : $4,520,197
Income : $ 528,967
% Rev Gain:+41.7
Stations: 13/10
Diaries: 812/252:1
CSI HH: 23.8 M (# 49)

National Rev: $933,390
Nat Rev per Cap: $4.56
Tot Rev per Cap: $22.10
Tot Inc per Cap: $2.59
Profit Margin: 11.7%
Retail $: 1.3 Bil (# 122)

12+ METRO 1/4/SHARE			A/M 80	A/M 79
1.	KOZZ-F	38/13.6	7.9	10.7
2.	KRNO-F	34/12.1	14.5	6.3
3.	KSRN-F	29/10.4	14.1	17.1
4.	KONE	28/10.0	11.5	9.8
5.	KOH	27/ 9.6	9.3	9.3
	KCBN	27/ 9.6	11.9	8.8
7.	KNEV-F	20/ 7.1	1.3	2.4
8.	KOLO	19/ 6.8	10.6	8.8
9.	KBET	10/ 3.6	5.3	5.4
10.	KKBC-F	9/ 3.2	3.1	7.8

12+ TSA 1/4		
1.	KOZZ-F	58
2.	KSRN-F	50
3.	KOH	47
4.	KRNO-F	38
5.	KCBN	32
6.	KONE	30
7.	KKBC-F	26
8.	KOLO	25
9.	KNEV-F	20
10.	KCRL	13

12+ TSA CUME/MSA CUME RAT		
1.	KOH	606/21.5
2.	KOZZ-F	573/23.0
3.	KCBN	532/25.8
4.	KOLO	464/20.4
5.	KSRN-F	439/16.2
6.	KKBC-F	404/ 8.5
7.	KRNO-F	397/22.5
8.	KONE	331/17.6
9.	KCRL	240/ 8.5
10.	KNEV-F	214/12.7

12+ FM SHARE (METRO): 51.37% (131 of 255) (A/M 80: 42.66%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KCBN	1. KOZZ-F	1. KOZZ-F	1. KRNO-F	1. KONE	1. KOH
2. KOZZ-F	2. KRNO-F	2. KRNO-F	2. KONE	KSRN-F	2. KOZZ-F
	3. KCBN	3. KONE	3. KOLO	3. KOH	3. KSRN-F

OTHER RATED STATIONS/METRO SHARE

KCRL	780		2.1
KEZC-F	101.7	Truckee,CA	.4
KROI	1270		2.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	27 (1)	72 (2)	99 (3)	38.8
COUNTRY	38 (2)	10 (2)	48 (4)	18.8
MOR/AC	26 (2)		26 (2)	10.2
BTFL MUSIC		49 (2)	49 (2)	19.2
NEWS/TALK	27 (1)		27 (1)	10.6
CLASSICAL	6 (1)		6 (1)	2.4
			255 (13)	

RADIO STATIONS

KBET, 1340, 1 KW/250 W , COUNTRY ABC-I, $ 7.00 (PRO)
KCBN, 1230, 1 KW/250 W , ROCK , $12.00 (Torbet)
KOH , 630, 5 KW/1 KW (DA-N), NEWS/TALK CBS,MBS, $17.50 (Katz) McClatchy
KOLO, 920, 5 KW/1 KW (DA-N), MOR NBC, $18.75 (Eastman) Donrey
KONE, 1450, 1 KW/250 W , COUNTRY ABC-E, $15.65 (Lo tus) Lotus
KCRL, 780, 50 KW (DA-N) , CLASSICAL , $11.00 (----)

KNEV-F, 95.5, 50 KW @ 530, BTFL MUS (Bonne) , $12.00 (Katz) McClatchy
KOZZ-F, 105.7, 75 KW @ 2120, AOR (Burk-Abr) ABC-F, $15.65 (Lotus) Lotus
KRNO-F, 106.9, 60 KW @ 457, SOFT ROCK/AC , $12.00 (Torbet)
KSRN-F, 104.5, 25 KW @ 2900, BTFL MUSIC , $13.00 (Masla)
KKBC-F, 97.3, 52 KW @ 2240, COUNTRY RKO, $13.25 (Christal) (CARSON CITY)

TV STATIONS

KCRL	Reno	4	NBC
KOLO	Reno	8	ABC, Donrey
KTVN	Reno	2	CBS, Sarkes-Tarzian

NEWSPAPERS

Nevada State Journal	M	32,973, Gannett
Reno Gazette	E	24,098, Gannett

RICHLAND-KENNEWICK-PASCO

Market # 211
Revenue Rank # 167
Income Rank # 123
APR 15.2
SMSA Pop: 148,200
CSI: 1.2 Bil (# 197)

Revenue : $2,518,386
Income : $ 199,025
% Rev Gain: +10.4
Stations: 11/10
Diaries: 459/323:1
CSI HH: 22.9 M (# 77)

National Rev: $431,994
Nat Rev per Cap: $2.91
Tot Rev per Cap: $16.99
Tot Inc per Cap: $1.34
Profit Margin: 7.9%
Retail $: .6 Bil (# 222)

12+ METRO 1/4/SHARE			A/M 80	A/M 79
1.	KONA	27/15.1	20.5	23.0
2.	KIOK-F	24/13.4	4.5	6.7
3.	KONA-F	21/11.7	12.9	12.6
4.	KOTY	19/10.6	12.1	11.1
	KZZK-F	19/10.6	12.1	5.2
6.	KALE	17/ 9.5	16.7	13.3
7.	KXDD-F	9/ 5.0	6.1	11.1
	KSXT-F	9/ 5.0	3.0	3.0
9.	KORD	8/ 4.5	3.0	3.0
10.	KPG-F	6/ 3.4	---	.7

12+ TSA 1/4		
1.	KIOK-F	38
2.	KONA	33
3.	KONA-F	31
4.	KSXT-F	28
5.	KALE	20
.	KOTY	20
7.	KZZK-F	19
8.	KORD	14
9.	KXDD-F	9
10.	KPQ-F	6

12+ TSA CUME/MSA CUME RAT		
1.	KONA	531/31.5
2.	KSXT-F	411/15.6
3.	KALE	409/29.3
4.	KIOK-F	361/20.1
5.	KONA-F	344/18.8
6.	KOTY	287/22.0
7.	KZZK-F	277/21.7
8.	KORD	198/12.2
9.	KXDD-F	177/15.1
10.	KPQ-F	118/ 7.8

12+ FM SHARE (METRO): 55.00% (88 of 160) (A/M 80: 42.15%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIOK-F	1. KIOK-F	1. KIOK-F	1. KONA	1. KONA	1. KONA
2. KALE	2. KZZK-F	2. KZZK-F	.. KONA-F	2. KONA-F	2. KONA-F
3. KSXT-F	3. KALE	3. KOTY	; KOTY	3. KOTY	3. KIOK-F

OTHER RATED STATIONS/METRO SHARE

KGW	620	Portland	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	17 (1)	61 (4)	78 (4)	48.8
MOR/AC	28 (2)		28 (2)	17.5
BTFL MUSIC		27 (2)	27 (2)	16.9
COUNTRY	27 (2)		27 (2)	16.9
			160 (11)	

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), CONTEMP, $21.00 (Roslin) Sterling
KONA, 610, 5 KW (DA-N), MOR, $14.00 (Torbet)
KORD, 910, 1 KW (DAYS), COUNTRY (TM), $ 6.20 (Christal)
KOTY, 1340, 1 KW/250 W, COUNTRY, $ 9.25 (PRO) KUTI

KIOK-F, 94.9, 100 KW @ 1250, ROCK, $21.00 (Roslin) Sterling
KONA-F, 105.3, 100 KW @ 1180, BTFL MUS, $14.00 (Torbet)
KXDD-F, 106.3, 2.7 KW @ 160, CONTEMP (TM), $ 9.25 (PRO) KUTI
KZZK-F, 102.7, 100 KW @ 863, CONTEMP, $ 9.30 (Christal)
KPQ-F , SEE WENATCHEE CONDENSED REPORT
KSXT-F, 97.1, 50 KW @ 1340, ROCK, $ 9.00 (PRO) (WALLA WALLA)

TV STATIONS - See Yakima

NEWSPAPER

Tri City Herald E 39,417

RICHMOND

Market # 67
Revenue Rank # 70
Income Rank # 118
APR 16.3
SMSA Pop: 629,500
CSI: 5.3 Bil (# 57)

Revenue : $6,698,168
Income : $ 217,029
% Rev Gain: -22.7
Stations: 20/14
Diaries: 887/710:1
CSI HH: 22.7 M (# 89)

National Rev: $1,625,962
Nat Rev per Cap: $2.63
Tot Rev per Cap: $10.85
Tot Inc per Cap: $ .35
Profit Margin: 3.2 %
Retail $: 3.1 Bil (# 56)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WRVA	181/20.8	20.2	20.2	20.6	17.6
2. WRVQ-F	113/13.0	11.8	12.2	16.3	17.3
3. WRXL-F	81/ 9.3	11.0	7.8	5.8	6.7
4. WPLZ-F	75/ 8.6	.4	.6	.6	---
5. WRNL	57/ 6.6	3.1	3.8	6.1	3.7
6. WEZS-F	54/ 6.2	7.2	8.0	7.6	10.3
7. WANT	46/ 5.3	8.6	5.7	6.3	2.6
8. WTVR-F	44/ 5.1	5.7	4.1	4.2	7.2
9. WLEE	38/ 4.4	5.1	5.7	4.4	4.5
10. WXGI	37/ 4.3	2.7	3.4	3.8	5.6

12+ TSA 1/4	
1. WRVA	253
2. WRVQ-F	187
3. WPLZ-F	101
4. WRXL-F	99
5. WEZS-F	86
6. WPVA-F	73
7. WTVR-F	64
8. WRNL	63
9. WANT	60
10. WXGI	41

12+ TSA CUME/MSA CUME RAT	
1. WRVA	3116/40.9
2. WRVQ-F	2489/30.3
3. WRNL	1232/19.4
4. WRXL-F	1211/17.1
5. WEZS-F	1063/13.2
6. WPLZ-F	951/13.7
7. WTVR-F	922/11.7
8. WLEE	825/15.5
9. WANT	747/11.0
10. WPVA-F	655/ 6.1

12+ FM SHARE (METRO): 47.58% (393 of 826) (A/M 80: 38.45%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVA	1. WRVA
WRXL-F	2. WPLZ-F	2. WRVA	2. WRVQ-F	2. WEZS-F	2. WRVQ-F
3. WANT	3. WRXL-F	3. WPLZ-F	3. WRNL	3. WXGI	3. WPVA-F
4. WPLZ-F	4. WRVA	4. WRXL-F	4. WPLZ-F	4. WTVR-F	4. WEZS-F

OTHER RATED STATIONS/METRO SHARE

WEET	1320		1.5
WGOE	1590		1.7
WTVR	1380		1.7
WSVS	800	Creve	--
WENZ	1450		2.0
WKIE	1540		1.4
WBCI-F+	96.5	Williamsburg	.7
WPVA	1290	Petersburg	.1
WPVA-F	95.3	Petersburg	2.1
WSVS-F	104.7	Creve	.3

FORMATS

	AM	FM	TOTAL	%
MOR/AC	234 (3)		234 (3)	28.3
ROCK/AOR/CONTEMP	13 (2)	199 (3)	212 (5)	25.7
BLACK	63 (2)	75 (1)	138 (3)	16.7
COUNTRY	108 (4)	21 (2)	129 (6)	15.6
BTFL MUSIC		98 (2)	98 (2)	11.9
BIG BAND	15 (1)		15 (1)	1.8
			826 (20)	

RADIO STATIONS

WANT, 990, 1 KW (DAYS), BLACK		, $27.00	(Masla)	Sinclair
WLEE, 1480, 5 KW (DA-2), AC/CONTEMP		, $23.00	(Blair)	Nationwide
WRNL, 910, 5 KW (DA-N), COUNTRY (Burk-Abr)	ABC-I	, $39.00	(MMR)	Rust
WRVA, 1140, 50 KW (DA-N), MOR	NBC	, $78.75	(Eastman)	Harte-Hanks
WXGI, 950, 5 KW (DAYS), COUNTRY		, $10.00	(----)	
WEZS-F, 103.7, 74 KW @ 440, BTFL MUS		, $46.25	(Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355, ROCK		, $78.75	(Eastman)	Harte-Hanks
WRXL-F, 102.1, 140 KW @ 350, AOR (Burk-Abr)		, $39.00	(MMR)	Rust
WTVR-F, 98.1, 50 KW @ 840, BTFL MUS (FM-100)		, $28.75	(Buckley)	Park
WPLZ-F, 99.3, 3 KW @ 290, BLACK (TM)		, $25.00	(Lotus)	(PETERSBURG)
WPVA-F, 95.3, 3 KW @ 300, COUNTRY		, $15.75	(Southern)	(PETERSBURG)

TV STATIONS

WTVR	Richmond	6	CBS, Park
WXEX	Richmond	8	ABC, Nationwide
WWBT	Richmond	12	NBC, Jeff-Pilot

NEWSPAPERS

Richmond News-Leader	E	114,295
Richmond Times-Dispatch	M	135,360

RIVERSIDE-SAN BERNADINO-ONTARIO

Market # 26
Revenue Rank # 49
Income Rank # 115
APR 16.4
SMSA Pop: 1,504,100
CSI: 11.2 Bil (# 29)

Revenue: $9,357,501
Income : $ 222,619
% Rev Gain: +17.7
Stations: 39/40
Diaries: 1120/1343:1
CSI HH: 19.0 M (# 256)

National Rev: $1,728,003
Nat Rev per Cap: $1.22
Tot Rev per Cap: $6.58
Tot Inc per Cap: $ .16
Profit Margin: 2.4%
Retail $: 6.2 Bil (# 28)

12+ METRO	1/4/SHARE	FAL 80	SPG 80
1. KBIG-F	108/6.5	3.5	5.9
2. KFI	103/6.2	6.4	9.4
3. KDUO-F	102/6.1	4.5	6.0
4. KOLA-F	63/3.8	3.2	3.7
KLAC	63/3.8	6.2	3.3
6. KCKC	61/3.7	4.3	3.6
7. KGGI-F	60/3.6	5.7	6.1
KNX	60/3.6	3.1	4.7
KOST-F	60/3.6	3.1	4.1
10. KABC	57/3.4	2.9	2.5

12+ TSA	1/4
1. KFI	132
2. KBIG-F	111
3. KDUO-F	105
4. KNX	65
5. KOLA-F	64
KLAC	64
KGGI-F	64
KCKC	64
9. KOST-F	61
10. KABC	59

12+ TSA	CUME/MSA CUME RAT
1. KFI	2351/18.5
2. KBIG-F	1539/14.5
3. KNX	1243/10.9
4. KFXM	1222/11.2
5. KOLA-F	1162/11.0
6. KDUO-F	1149/11.1
7. KGGI-F	1147/10.7
8. KMET-F	1120/10.2
9. KRTH-F	1020/ 9.5
10. KABC	974/ 8.9

12+ FM SHARE (METRO): 55.00% (814 of 1480) (A/M 80: 56.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOLA-F	1. KFI	1. KFI	1. KFI	1. KDUO-F	1. KFI
2. KGGI-F	2. KNX-F	2. KNX-F	2. KBIG-F	2. KBIG-F	2. KBIG-F
3. KFXM	3. KRTH-F	3. KRTH-F	3. KDUO-F	3. KOST-F	3. KNX
4. KMET-F	4. KGGI-F	4. KBIG-F	4. KRTH-F	4. KCKC	4. KDUO-F
5. KIIS-F	KCAL-F	5. KGGI-F	5. KNX-F	5. KLAC	5. KLAC

OTHER RATED STATIONS/METRO SHARE

KBON-F	103.9	Lake Arrowhead	1.7	KFWB	980	LA	1.5
KCAL	1410	Redlands	.5	KHJ	930	LA	.8
KCAL-F	96.7	Redlands	2.5	KHTZ-F	97.1	LA	.4
KDIG	1240	San Bernardino	2.3	KIEV	870	Glendale	.7
KFXM	590	San Bernardino	3.2	KIIS-F	102.7	LA	2.2
KHNY-F	92.7	Riverside	.7	KJOI-F	98.7	LA	1.0
KHSJ	1320	Hemet	1.3	KLOS-F	95.5	LA	1.2
KHYE-F	105.5	Hemet	.8	KMET-F	94.7	LA	2.8
KMEN	1290	San Bernardino	1.9	KMPC	710	LA	1.1
KNTF-F	93.5	Ontario	1.7	KNX-F	93.1	LA	3.3
KPRO	1440	Riverside	2.8	KRLA	1110	Pasadena	.8
KQLH-F	95.1	San Bernardino	.6	KRTH-F	101.1	LA	3.1
KBRT	740	Avalon	1.3	KUTE-F	101.9	LA	1.7
KFAC-F	92.3	LA	.7	KZLA-F	93.9	LA	.8
				XTRA	690	Tijuana	1.1

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	188 (4)	305 (8)	493 (12)	33.3
BTFL MUSIC		328 (6)	328 (6)	22.2
COUNTRY	175 (4)	42 (2)	217 (6)	14.7
MOR/AC	101 (3)	62 (2)	163 (5)	11.0
NEWS/TALK	161 (4)		161 (4)	10.9
BLACK/URBAN		66 (2)	66 (2)	4.5
RELIGION	32 (2)		32 (2)	2.2
CLASSICAL		11 (1)	11 (1)	0.7
SPANISH	9 (1)		9 (1)	0.6
			1480 (39)	

RADIO STATIONS

KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY , $24.75 (Mc-Guild) Sunshine Wireless
KFXM, 590, 1 KW (DA-2) , ROCK , $46.38 (Blair)

KCAL-F, 96.7, 2.4 KW @ 360, AOR , $23.00 (Lotus)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

ROANOKE

Market # 167
Revenue Rank # 118
Income Rank # 54
APR 14.6
SMSA Pop: 215,800
CSI: 1.8 Bil (# 152)

Revenue : $4,002,714
Income : $ 721,357
% Rev Gain: +23.5
Stations: 10/11
Diaries: 515/419:1
CSI HH: 22.8 M (# 83)

National Rev: $825,898
Nat Rev per Cap: $3.83
Tot Rev per Cap: $18.55
Tot Inc per Cap: $3.34
Profit Margin: 18.0%
Retail $: 1.2 Bil (# 144)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WXLK-F	63/22.6	15.3	10.4
2. WPVR-F	57/20.4	14.6	10.1
3. WROV	41/14.7	11.7	20.1
4. WSLC	39/14.0	16.8	13.2
5. WFIR	21/ 7.5	12.8	12.2
6. WSLQ-F	18/ 6.5	6.2	10.1
7. WTOY	16/ 5.7	7.3	11.1
8. WJLM-F	6/ 2.2	1.8	.7
9. WRIS	4/ 1.4	2.2	3.5
10. WUEZ	2/ .7	4.0	3.8

12+ TSA 1/4	
1. WXLK-F	287
2. WPVR-F	116
3. WSLQ-F	94
4. WSLC	55
5. WROV	41
6. WFIR	26
7. WTOY	16
8. WJLM-F	8
9. WRIS	4
10. WUEZ	2

12+ TSA CUME/MSA CUME RAT	
1. WXLK-F	3099/35.4
2. WPVR-F	1402/27.9
3. WSLQ-F	1287/13.1
4. WFIR	900/26.6
5. WROV	686/32.8
6. WSLC	619/22.9
7. WTOY	203/ 9.4
8. WJLM-F	178/ 6.5
9. WRIS	87/ 4.4
10. WUEZ	42/ 2.2

12+ FM SHARE (METRO): 53.93% (144 of 267) (A/M 80: 40.47%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WPVR-F	1. WPVR-F	1. WXLK-F
2. WSLQ-F	2. WROV	2. WROV	2. WXLK-F	2. WSLC	2. WPVR-F
	3. WTOY	3. WPVR-F	3. WROV	3. WXLK-F	3. WSLQ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	41 (1)	81 (2)	122 (3)	45.7
BTFL MUSIC		57 (1)	57 (1)	21.3
COUNTRY	39 (1)	6 (1)	45 (2)	16.9
MOR/AC	23 (2)		23 (2)	8.6
BLACK	16 (1)		16 (1)	6.0
RELIGION	4 (1)		4 (1)	1.5
			267 (10)	

RADIO STATIONS

WFIR,	960,	5 KW (DA-N)	, MOR	CBS,	$15.50	(Mc-Guild)	Gibbons
WRIS,	1410,	5 KW (DA,DAYS)	, RELIGION	MBS,	$ 5.50	(----)	
WROV,	1240,	1 KW/250 W	, CONTEMP/AC	ABC-C,	$29.50	(Eastman)	
WSLC,	610,	5 KW/1 KW (DA-2)	, COUNTRY	NBC,	$55.25	(Katz)	Mel Wheeler
WTOY,	910,	1 KW (DAYS)	, BLACK	SBN,	$14.00	(Masla)	
WUEZ,	1480,	5 KW (DA,DAYS)	, MOR	ABC-I,	$ 5.00	(----)	
WJLM-F,	93.5,	3 KW @ -83,	COUNTRY	ABC-E,	$ 7.00	(----)	
WPVR-F,	94.9,	50 KW @ 1937,	BTFL MUS (KalaMusic)	,	$20.00	(Mc-Guild)	Gibbons
WSLQ-F,	99.1,	200 KW @ 1985,	AOR (Burk-Abr)	ABC-F,	$55.25	(Katz)	Mel Wheeler
WXLK-F,	92.3,	93 KW @ 2050,	ROCK	RKO,	$58.13	(Torbet)	

TV STATIONS

WSET	Lynchburg	13	ABC, Allbritton
WSLS	Roanoke	10	NBC, Park
WDBJ	Roanoke	7	CBS, Shurtz (South Bend Tribune)

NEWSPAPERS

Roanoke Times and World News		(M-67,560)	(E-48,370), Landmark
Lynchburg News	M	21,019, Worrell	
Lynchburg Advance	E	19,813, Worrell	

ROCHESTER

Market # 41
Revenue Rank # 46
Income Rank # 35
APR 16.4
SMSA Pop: 969,700
CSI: 8.5 Bil (# 40)

Revenue : $9,711,937
Income : $1,319,023
% Rev Gain: +7.2
Stations: 24/18
Diaries: 1087/892:1
CSI HH: 24.3 M (# 37)

National Rev: $2,192,376
Nat Rev per Cap: $2.25
Tot Rev per Cap: $9.98
Tot Inc per Cap: $1.36
Profit Margin: 13.6%
Retail $: 4.5 Bil (# 39)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WEZO-F	234/17.8	17.4	12.8	22.6	16.8
2. WHAM	125/ 9.5	8.9	14.1	15.0	14.4
3. WVOR-F	118/ 9.0	9.1	7.4	9.0	8.3
4. WCMF-F	95/ 7.2	6.6	4.9	3.7	2.5
5. WMJQ-F	88/ 6.7	6.4	8.4	11.8	11.5
6. WBBF	85/ 6.5	8.1	7.6	6.2	7.5
7. WNYR	76/ 5.8	5.1	5.0	3.7	3.2
8. WDKX-F	60/ 4.6	3.5	4.3	1.1	2.8
9. WHFM-F	59/ 4.5	4.5	6.0	6.8	5.6
10. WSAY	56/ 4.3	2.8	.5	1.3	.9

12+ TSA 1/4	
1. WEZO-F	255
2. WHAM	149
3. WVOR-F	128
4. WMJQ-F	110
WCMF-F	110
6. WBBF	88
7. WNYR	77
8. WHFM-F	63
9. WDKX-F	60
10. WSAY	57

12+ TSA CUME/MSA CUME RAT	
1. WEZO-F	2594/29.3
2. WHAM	2463/26.7
3. WBBF	1971/23.8
4. WMJQ-F	1679/18.1
5. WVOR-F	1661/19.6
6. WCMF-F	1338/14.7
7. WHFM-F	1245/14.4
8. WNYR	1149/14.0
9. WPXY-F	1004/12.2
10. WSAY	965/11.7

12+ FM SHARE (METRO): 62.90% (756 of 1202) (A/M 80: 62.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMJQ-F	1. WCMF-F	1. WVOR-F	1. WEZO-F	1. WEZO-F	1. WEZO-F
2. WDKX-F	2. WVOR-F	2. WEZO-F	2. WVOR-F	2. WHAM	2. WHAM
3. WCMF-F	3. WMJQ-F	3. WCMF-F	3. WBBF	3. WNYR	3. WVOR-F
4. WHFM-F	4. WBBF	4. WBBF	4. WHAM	4. WVOR-F	4. WBBF
5. WBBF	5. WHFM-F	WMJQ-F	5. WNYR	5. WPXN	5. WSAY

OTHER RATED STATIONS/METRO SHARE

WACK	1420	Newark	.5
WCGR	1550	Canandaigua	1.2
WBNY	1600	Dansville	1.4
WFLC-F	102.3	Canandaigua	1.4
WGVA	1240	Geneva	.4
WMIV-F	95.1	Bristol Center	1.0
WPXN	1280		3.3

WPXY-F	97.9		3.5
WWWG	1460		.4
WBEN-F	102.5	Buffalo	.6
WGRQ-F	96.9	Buffalo	.4
WKBW	1520	Buffalo	.8
WRLX-F	106.9	Auburn	.5
WSYR-F	94.5	Syracuse	.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	95 (2)	307 (7)	402 (9)	33.4
MOR/AC	231 (7)	118 (1)	349 (8)	29.0
BTFL MUSIC		240 (2)	240 (2)	20.0
COUNTRY	76 (1)	18 (1)	94 (2)	7.8
BLACK		60 (1)	60 (1)	5.0
BIG BAND	44 (1)		44 (1)	3.7
UNKNOWN		13 (1)	13 (1)	1.1
			1202 (24)	

RADIO STATIONS

WBBF, 950, 1 KW (DA-2), CONTEMP RKO, $ 69.00 (Blair) LIN
WHAM, 1180, 50 KW , MOR ABC-I, $101.25 (MMR) Rust
WNYR, 990, 1 KW/250 W , COUNTRY NBC, $157.75 (Katz) Malrite
WPXN, 1280, 5 KW (DA-N), BIG BAND/MOR (TM) CBS,MBS, $ 34.00 (RKO) Associated
WSAY, 1370, 5 KW (DA-N), MOR MBS, $ 40.00 (Christal)

WCMF-F, 96.5, 20 KW @ 447, AOR , $ 52.50 (Eastman) Sconnix
WDKX-F, 103.9, 8 KW @ 536, BLACK NBN, $ 37.00 (PRO)
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne) , $157,75 (Katz) Malrite
WHFM-F, 98.9, 50 KW @ 340, ROCK (Burk-Abr) , $ 28.13 (MMR) Rust
WMJQ-F, 92.5, 50 KW @ 500, AOR Source, $ 69.00 (Blair) LIN

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ROCKFORD

Market # 144
Revenue Rank # 106
Income Rank # 75
APR 14.9
SMSA Pop: 269,200
CSI: 2.4 Bil (# 119)

Revenue : $4,430,540
Income : $ 538,800
% Rev Gain: +20.9
Stations: 14/11
Diaries: 505/533:1
CSI HH: 24.6 M (# 32)

National Rev: $497,130
Nat Rev per Cap: $1.85
Tot Rev per Cap: $16.46
Tot Inc per Cap: $2.00
Profit Margin: 12.2%
Retail $: 1.2 Bil (# 150)

12+ METRO 1/4/SHARE		STG 80	A/M 79
1. WROK	57/16.9	17.6	24.3
2. WRWC-F	51/15.1	11.0	8.0
3. WZOK-F	40/11.8	7.5	13.2
4. WYFE-F	39/11.5	7.8	7.1
5. WMAQ	30/ 8.9	10.7	7.4
6. WYBR-F	21/ 6.2	6.0	4.0
7. WGN	19/ 5.6	9.4	9.2
8. WLS	14/ 4.1	3.4	5.2
WKKN	14/ 4.1	5.6	2.8
10. WBBM	10/ 3.0	4.1	3.4

12+ TSA 1/4	
1. WMAQ	80
2. WZOK-F	68
3. WROK	63
4. WRWC-F	60
5. WGN	48
6. WYFE-F	47
7. WLS	44
8. WYBR-F	25
9. WFAW-F	19
10. WBBM	18

12+ TSA CUME/MSA CUME RAT	
1. WMAQ	1365/22.9
2. WROK	1191/42.0
3. WLS	1059/18.7
4. WZOK-F	1047/29.6
5. WGN	916/20.3
6. WRWC-F	673/21.6
7. WYFE-F	636/21.8
8. WBBM	517/13.8
9. WYBR-F	392/15.5
10. WFAW-F	213/ 2.2

12+ FM SHARE (METRO): 50.97% (158 of 310) (A/M 80: 38.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYFE-F	1. WZOK-F	1. WROK	1. WROK	1. WRWC-F	1. WROK
2. WZOK-F	2. WYFE-F	2. WZOK-F	2. WRWC-F	2. WROK	2. WMAQ
	3. WROK	3. WYFE-F	3. WMAQ	3. WMAQ	3. WGN

OTHER RATED STATIONS/METRO SHARE

WQFL-F	100.9	1.2	WFAW-F	107.3	Ft. Atkinson	.9
WRRR	1330	1.8	WIND	560	Chicago	.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	14 (1)	100 (3)	114 (4)	36.8
MOR/AC	82 (3)		82 (3)	26.5
BTFL MUSIC		54 (2)	54 (2)	17.4
COUNTRY	44 (2)		44 (2)	14.2
NEWS/TALK	12 (2)		12 (2)	3.9
RELIGION		4 (1)	4 (1)	1.3
			310 (14)	

RADIO STATIONS

WKKN, 1150, 1 KW (DAYS,DA) , COUNTRY NBC, $14.50 (HR/Stone) Midwest Family
WROK, 1440, 5 KW/500 W (DA-D), AC/CONTEMP ABC-C, $28.25 (Mc-Guild)

WRWC-F, 103.1, 3 KW @ 300, BTFL MUS (KalaMusic) , $21.00 (----)
WYBR-F, 104.9, 3 KW @ 308, CONTEMP (Century 21) , $14.00 (Roslin)
WYFE-F, 95.3, 1 KW @ 515, AOR (Burk-Abr) , $19.00 (HR/Stone) Midwest Family
WZOK-F, 97.5, 50 KW @ 235, ROCK , $24.00 (Mc-Guild)
WFAW-F, 107.3, 50 KW @ 500, BTFL MUS , $12.00 (----) (FT. ATKINSON)

TV STATIONS

WREX	Rockford	13	ABC, Gilmore	WIFR	Rockford	23	CBS, Worrell
WTVO	Rockford	17	NBC, Balaban	WQRF	Rockford	39	IND, Lloyd

NEWSPAPER

Rockford Register Star AD 77,798, Gannett

SACRAMENTO

Market # 39; ADI # 22
Revenue Rank # 33
Income Rank # 34
APR 16.1
SMSA Pop: 1,028,700
CSI: 8.7 Bil (# 37)

Revenue : $14,026,852
Income : $ 1,322,332
% Rev Gain: +51.9
Stations: 26/18
Diaries: 1129/911:1
CSI HH: 22.7 M (# 91)

National Rev: $6,903,943
Nat Rev per Cap: $7.10
Tot Rev per Cap: $14.42
Tot Inc per Cap: $1.36
Profit Margin: 9.4%
Retail $: 4.9 Bil (# 37)

12+ METRO	1/4/SHARE	FAL 80	A/M 80	O/N 79	A/M 79
1. KZAP-F	180/13.1	12.2	14.6	9.7	8.5
2. KRAK	114/ 8.3	9.0	6.4	6.4	6.8
3. KSFM-F	108/ 7.9	6.2	5.1	3.8	3.1
4. KEWT-F	87/ 6.3	7.3	10.7	10.8	9.5
5. KXOA-F	83/ 6.1	5.5	5.5	7.1	6.2
6. KGNR	71/ 5.2	6.7	6.1	7.6	6.7
7. KCTC-F	70/ 5.1	4.7	5.3	3.6	6.6
8. KHYL-F	59/ 4.3	5.1	4.8	4.0	4.5
9. KROY-F*	57/ 4.2	3.4	2.5	4.7	5.1
10. KFBK	51/ 3.7	5.5	4.0	5.4	5.1

12+ TSA 1/4	
1. KZAP-F	249
2. KRAK	196
3. KSFM-F	153
4. KEWT-F	122
5. KCTC-F	110
6. KXOA-F	102
7. KFBK	91
8. KGO	85
9. KGNR	84
10. KROY-F*	79

12+ TSA CUME/MSA CUME RAT	
1. KZAP-F	2754/22.7
2. KRAK	2529/16.4
3. KSFM-F	2202/19.2
4. KFRC	1895/ 9.1
5. KFBK	1737/12.4
6. KEWT-F	1519/12.0
7. KGNR	1499/14.0
8. KNBR	1460/ 5.8
9. KXOA-F	1424/13.6
10. KROY-F*	1404/13.1

12+ FM SHARE (METRO): 62.56% (802 of 1282) (A/M 80: 61.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KRAK	1. KRAK	1. KRAK
2. KSFM-F	2. KXOA-F	2. KXOA-F	2. KXOA-F	2. KEWT-F	2. KZAP-F
	3. KSFM-F	3. KSFM-F	3. KHYL-F	3. KCTC-F	3. KGNR
	4. KROY-F*	4. KRAK	KCTC-F	4. KGNR	4. KSFM-F
	5. KHYL-F	5. KHYL-F	5. KSFM-F	5. KFBK	5. KFBK

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	47 (2)	470 (5)	517 (7)	40.3
BTFL MUSIC	41 (1)	194 (3)	235 (4)	18.3
MOR/AC	139 (5)	59 (1)	198 (6)	15.4
COUNTRY	114 (1)	14 (1)	128 (2)	10.0
NEWS/TALK	108 (3)		108 (3)	8.4
BLACK		50 (1)	50 (1)	3.9
RELIGION	12 (1)	15 (1)	27 (2)	2.1
SPANISH	19 (1)		19 (1)	1.5
			1282 (26)	

*Arbitron has determined that the following stations ran On-Air Survey announcements: KROY, KROY-F.

SACRAMENTO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KZAP-F	1. KZAP-F	1. KZAP-F
2. KRAK	2. KRAK	2. KRAK
3. KSFM-F	3. KSFM-F	3. KEWT-F
4. KEWT-F	4. KFRC	4. KGNR
5. KCTC-F	5. KNBR	5. KPOP-F
6. KXOA-F	6. KFBK	6. KSFM-F
7. KNBR	7. KGNR	7. KFBK
8. KHOP-F	8. KEWT-F	8. KHYL-F
9. KFBK	9. KXOA-F	9. KXOA-F
10. KGNR	10. KROY-F	10. KCTC-F
11. KGO	11. KHOP-F	
12. KROY-F*	12. KCTC-F	
13. KHYL-F	13. KGO	
14. KCBS	14. KHYL-F	
15. KFRC	15. KCBS	

OTHER RATED STATIONS/METRO SHARE

KAER-F	92.5		2.7
KAHI	950	Auburn	.7
KEBR-F	100.5		1.1
KFIA	710	Carmichael	.9
KGMS	1380		3.0
KPIP	1110	Roseville	1.4
KPOP-F	93.5	Roseville	3.6
KWOD-F	106.5		3.1
KXOA	1470		1.9
KYLO-F	105.5	Davis	1.0
KCBS	740	San Francisco	1.1
KFRC	610	San Francisco	1.2
KGO	810	San Francisco	3.1
KNBR	680	San Francisco	1.8
KSFO	560	San Francisco	.6
KROY*	1240		2.2

ADI FM SHARE: 59.87% (1504 of 2512) (A/M 80: 54.99%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1), NEWS	CBS,MBS, $46.50	(Katz)	McClatchy
KGNR, 1320, 5 KW (DA-2), MOR	ABC-I, $62.75	(Blair)	WGN Continental
KRAK, 1140, 50 KW (DA-1), COUNTRY	, $76.52	(Eastman)	Affiliated

FM STATIONS

KCTC-F, 96.1, 45 KW @ 520, BTFL MUS (Schulke)	, $65.75	(Blair)	WGN Continental
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, $75.00	(Eastman)	Affiliated
KHYL-F, 101.1, 50 KW @ 465, OLDIES	, $38.75	(Buckley)	Empire
KPOP-F, 93.5, 3 KW @ 130, BLACK	MBS, $29.00	(Lotus)	
KSFM-F, 102.5, 50 KW @ 535, ROCK	, $47.25	(Christal)	
KXOA-F, 107.9, 28 KW @ 420, SOFT ROCK/AC	Source, $50.00	(Torbet)	
KZAP-F, 98.5, 50 KW @ 495, AOR (Burk-Abr)	, $75.00	(Selcom)	Western Cities
KROY-F, 96.9, 50 KW @ 500, CONTEMP	ABC-F, $45.00	(Mc-Guild)	

Other Stations - See San Francisco

TV STATIONS

KCRA	Sacramento	3	NBC, Kelly
KLOC	Modesto	19	IND
KMUV	Sacramento	31	IND
KOVR	Stockton	13	ABC, Outlet
KTXL	Sacramento	40	IND
KXTV	Sacramento	10	CBS, Corinthian

NEWSPAPERS

Sacramento Bee	M	203,779, McClatchy
Sacramento Union	M	110,104
Stockton Record	E	56,488, Gannett
Modesto Bee	M	65,063, McClatchy

SAGINAW

Market # 162
Revenue Rank # 191
Income Rank # 156
APR 15.1
SMSA Pop: 229,800
CSI: 1.9 Bil (# 147)

Revenue: $2,088,630
Income : $ 73,649
% Rev Gain: -6.3
Stations: 15/5
Diaries: 642/358:1
CSI HH: 25.4 M (# 23)

National Rev: $263,074
Nat Rev per Cap: $1.14
Tot Rev per Cap: $9.09
Tot Inc per Cap: $ .32
Profit Margin: 3.5%
Retail $: 1.1 Bil (# 156)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WSGW	46/16.7	14.5	15.0
2. WHNN-F	39/14.2	12.4	12.1
3. WKCQ-F	37/13.5	15.3	11.1
4. WGER-F	35/12.7	11.6	17.5
5. WIOG-F	31/11.3	13.1	2.5
6. WWWS-F	28/10.2	10.5	10.7
7. WSAM	11/ 4.0	4.0	8.2
8. WKNX	9/ 3.3	2.9	7.5
9. WJR	7/ 2.5	1.5	3.9
10. WXOX	5/ 1.8	2.2	1.1

12+ TSA 1/4	
1. WHNN-F	113
2. WSGW	101
WGER-F	101
4. WIOG-F	69
5. WKCQ-F	63
6. WXOX	47
7. WKNX	36
8. WJR	28
WWWS-F	28
10. WSAM	17

12+ TSA CUME/MSA CUME RAT	
1. WHNN-F	1438/27.1
2. WIOG-F	1102/29.2
3. WKCQ-F	1034/26.6
4. WGER-F	972/23.0
5. WSGW	903/30.7
6. WKNX	571/14.0
7. WXOX	445/ 6.5
8. WSAM	407/17.2
9. WBCM	373/ 4.5
10. WJR	371/ 6.8

12+ FM SHARE (METRO): 68.73% (178 of 259) (A/M 80: 69.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHNN-F	1. WHNN-F	1. WKCQ-F	1. WKCQ-F	1. WSGW	1. WSGW
2. WIOG-F	2. WIOG-F	2. WHNN-F	2. WSGW	2. WGER-F	2. WHNN-F
3. WWWS-F	3. WKCQ-F WWWS-F	3. WSGW	3. WGER-F	3. WKCQ-F	3. WGER-F

OTHER RATED STATIONS/METRO SHARE

WBCM	1440	Bay City	.7
WFDF	910	Flint	.4
WFMK-F	99.1	Lansing	1.1
WGMZ-F	107.9	Flint	1.1
WWCK-F	105.5	Flint	.7

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		75 (4)	75 (4)	29.0
MOR/AC	67 (5)		67 (5)	25.9
COUNTRY	14 (2)	37 (1)	51 (3)	19.7
BTFL MUSIC		38 (2)	38 (2)	14.7
BLACK/URBAN		28 (1)	28 (1)	10.8
			259 (15)	

RADIO STATIONS

WKNX, 1210, 10 KW (DAYS,DA) , COUNTRY	MBS, $16.17	(Katz)	MacVay
WSAM, 1400, 1 KW/250 W , AC	NBC, $13.50	(PRO)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2) , MOR	CBS,ABC-E, $16.00	(Torbet)	Booth
WBCM, 1440, 5 KW/2.5 KW (DA-2), MOR	ABC-I, $11.75	(Masla)	(BAY CITY)
WXOX, 1250, 1 KW (DAYS) , COUNTRY	ABC-E, $12.00	(HR/Stone)	(BAY CITY)
WIOG-F, 106.3, 3 KW @ 300, ROCK (TM)	, $15.00	(Torbet)	Booth
WKCQ-F, 98.1, 50 KW @ 353, COUNTRY	, $19.50	(PRO)	MacDonald
WWWS-F, 107.1, 2 KW @ 360, BLACK	NBN, $15.00	(HR/Stone)	
WGER-F, 102.5, 86 KW @ 860, BTFL MUS (Carson)	, $25.00	(Mc-Guild)	(BAY CITY)
WHNN-F, 96.1, 97 KW @ 420, ROCK	RKO, $22.50	(Selcom)	(BAY CITY)

WJR - See Detroit TV Stations - See Flint

NEWSPAPERS

Bay City Times	E	40,135, Newhouse
Saginaw News	E	54,228, Newhouse

ST. LOUIS

Market # 12; ADI # 14
Revenue Rank # 15
Income Rank # 13
APR 17.2
SMSA Pop: 2,377,400
CSI: 19.3 Bil (# 14)

Revenue : $29,069,547
Income : $ 4,652,550
% Rev Change: -.7
Stations: 25/35
Diaries: 1727/1377:1
CSI HH: 23.0 M (# 74)

National Rev: $9,517,442
Nat Rev per Cap: $4.04
Tot Rev per Cap: $12.35
Tot Inc per Cap: $1.98
Profit Margin: 16.0%
Retail $: 10.5 Bil (# 12)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KMOX	783/23.6	23.4	21.6	24.4	26.5
2. KSHE-F	258/ 7.8	5.1	7.6	8.9	5.5
3. KMJM-F	222/ 6.7	5.0	3.6	3.2	3.4
4. WWWK-F*	200/ 6.0	4.8	7.8	8.1	4.3
5. KEZK-F	196/ 5.9	7.2	6.4	7.4	6.9
6. WIL-F	175/ 5.3	8.7	5.7	5.6	4.4
7. KXOK	169/ 5.1	4.9	5.0	6.2	5.5
8. KSLQ-F	153/ 4.6	6.2	5.1	3.2	6.5
9. WRTH	141/ 4.2	4.4	5.5	3.9	3.9
10. KSD-F	127/ 3.8	5.1	1.6	1.0	1.4
11. KSD	122/ 3.7	2.5	2.3	2.6	3.6
12. KWK*	100/ 3.0	1.4	2.2	2.9	4.9
13. KMOX-F	99/ 3.0	3.6	3.5	3.5	3.2
14. WIL	84/ 2.5	3.5	3.3	3.4	4.2
15. KADI-F	63/ 1.9	1.6	2.4	1.6	1.8

12+ TSA 1/4	
1. KMOX	962
2. KSHE-F	279
3. KEZK-F	236
4. WWWK-F*	230
5. KMJM-F	225
6. KXOK	217
7. KSD	206
WIL-F	206
9. KSLQ-F	172
10. WRTH	149
11. KSD-F	148
12. KMOX-F	122
13. KWK*	110
14. WIL	98
15. KADI-F	64

12+ TSA CUME/MSA CUME RAT	
1. KMOX	10003/40.5
2. KXOK	3774/13.8
3. KSD	3471/12.6
4. KSLQ-F	3454/15.7
5. KSHE-F	3357/15.6
6. WIL-F	3179/13.6
7. WWWK-F*	2825/13.4
8. KSD-F	2800/11.3
9. KMJM-F	2665/13.3
10. KEZK-F	2652/12.2
11. KMOX-F	2561/11.0
12. WRTH	2460/12.1
13. KWK*	2335/10.7
14. WIL	1954/ 9.5
15. KADI-F	1706/ 8.5

12+ FM SHARE (METRO): 50.02% (1561 of 3121) (A/M 80: 47.71%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWWK-F	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KMJM-F	2. KMJM-F	2. KSHE-F	2. KXOK	2. KEZK-F	2. KSD
3. KSHE-F	3. WWWK-F	3. KMJM-F	3. KEZK-F	3. WRTH	3. KXOK
4. KWK	4. KMOX	4. KXOK	4. WIL-F	WIL-F	4. WWWK-F+
5. KSLQ-F	5. KXOK	5. WIL-F	5. KSHE-F	5. KSD	5. KEZK-F

* The following stations were determined by Arbitron to have run on-air survey announcements: KWK, WWWK-F.

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	100 (1)	773 (5)	873 (6)	28.0
NEWS/TALK	794 (2)		794 (2)	25.4
COUNTRY	206 (2)	175 (1)	381 (3)	12.2
BLACK/URBAN	83 (2)	263 (2)	346 (4)	11.1
BTFL MUSIC	141 (1)	196 (1)	337 (2)	10.8
MOR/AC	190 (3)	127 (1)	317 (4)	10.2
BIG BAND	33 (1)		33 (1)	1.1
UNKNOWN		27 (2)	27 (2)	0.8
RELIGION	13 (1)		13 (1)	0.4
			3121 (25)	

ST. LOUIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KMOX	1. KMOX	1. KMOX
2. KSHE-F	2. KSLQ-F	2. KMJM-F
3. KEZK-F	3. KXOK	3. KSHE-F
4. WWWK-F	4. KSHE-F	4. KXOK
5. KMJM-F	5. KSD	5. KSD
6. WIL-F	6. WIL-F	6. WIL-F
7. KXOK	7. WWWK-F	7. WWWK-F
8. KSD	8. KSD-F	8. WRTH
9. KSLQ-F	9. KMJM-F	9. KSLQ-F
10. WRTH	10. KEZK-F	10. KEZK-F
11. KSD-F	11. KMOX-F	
12. KMOX-F	12. WRTH	
13. KWK	13. KWK	
14. WIL	14. WIL	
15. KADI-F	15. KADI-F	

OTHER RATED STATIONS/METRO SHARE			
KADI	1320		.2
KATZ	1600		1.1
KCFM-F	97.1		.5
KIRL	1460	St. Charles	.4
WESL	1490	East St. Louis	1.4
WEW	770		1.0
WGNU	920	Granite City	.3
WIBV	1260	Belleville	.4
WMRY-F	101.1	Belleville	.3
WZEN-F	100.3	Alton	1.2

ADI FM SHARE: 48.68% (1787 of 3671) (A/M 80: 46.91%)

AM STATIONS

KMOX	1120	50 KW	NEWS/TALK	CBS	$231.25	(CBS Spot)	CBS
KSD	550	5 KW (DA-N)	COUNTRY		$ 75.60	(Torbet)	Gannett
KXOK	630	5 KW (DA-2)	AC/CONTEMP		$ 97.50	(Katz)	Storz
WIL	1430	5 KW (DA-2)	COUNTRY	ABC-E	$104.55	(Christal)	LIN
WRTH	590	1 KW (DA-2)	BTFL/MOR		$ 57.50	(Blair)	King
KWK	1380	5 KW/1 KW (DA-2)	ROCK		$ 96.75	(RAR)	Doubleday

FM STATIONS

KADI-F	96.3	100 KW @ 552	CONTEMP	ABC-C	$ 29.50	(Masla)	
KEZK-F	102.5	100 KW @ 500	BTFL MUS (Schulke)		$ 70.00	(Torbet)	Metroplex
KMJM-F	107.7	100 KW @ 575	URBAN/BLACK		$ 65.00	(MMR)	Amaturo
KMOX-F	103.3	100 KW @ 1212	SOFT/AC		$ 32.75	(CBS/FM)	CBS
KSD-F	93.7	100 KW @ 850	AC		$ 75.60	(Torbet)	Gannett
KSHE-F	94.7	100 KW @ 500	AOR		$132.50	(Mc-Guild)	Century
KSLQ-F	98.1	100 KW @ 580	ROCK		$ 62.50	(Eastman)	Charter
WIL-F	92.3	100 KW @ 510	COUNTRY		$104.55	(Christal)	LIN
WWWK-F	106.5	50 KW @ 592	AOR		$ 96.75	(RAR)	Doubleday

TV STATIONS

KDNL	St. Louis	30	IND
KMOX	St. Louis	4	CBS, CBS
KPLR	St. Louis	11	IND
KSD	St. Louis	5	NBC, Pulitzer
KTVI	St. Louis	2	ABC, Times-Mirror

NEWSPAPERS

St. Louis Globe-Democrat	M	240,611, Newhouse
St. Louis Post-Dispatch	E	242,628, Pulitzer

SALINAS-SEASIDE-MONTEREY

Market # 134
Revenue Rank # 125
Income Rank # 225
APR 16.4
SMSA Pop: 292,900
CSI: 2.2 Bil (# 125)

Revenue : $3,590,378
Income : $ -240,311
% Rev Gain: +9.6
Stations: 28/13
Diaries: 779/376:1
CSI HH: 22.9 M (# 80)

National Rev: $1,058,649
Nat Rev per Cap: $3.80
Tot Rev per Cap: $12.88
Tot Inc per Cap: $-.86
Profit Margin: ---
Retail $: 1.3 Bil (# 133)

12+ METRO 1/4/SHARE		FAL 80	A/M 80	O/N 79	A/M 79
1. KDON-F	66/17.1	8.4	11.4	17.8	15.9
2. KIDD	35/ 9.0	7.8	10.9	7.9	4.3
3. KTOM	27/ 7.0	4.2	5.1	5.7	11.6
4. KWYT-F	25/ 6.5	7.2	8.2	5.4	9.9
KGO	25/ 6.5	12.0	9.3	9.1	10.6
6. KOKQ-F	21/ 5.4	1.7	1.9	2.7	2.3
7. KWAV-F	19/ 4.9	5.8	7.2	4.0	5.3
8. KCTY	18/ 4.7	9.2	5.9	8.9	2.8
9. KCBS	16/ 4.1	4.2	3.2	3.7	2.3
10. KLRB-F	14/ 3.6	5.8	3.7	2.2	4.8

12+ TSA 1/4	
1. KDON-F	101
2. KGO	79
3. KCBS	41
4. KWYT-F	38
5. KIDD	36
6. KBAY-F	29
7. KTOM	28
8. KWAV-F	27
9. KFAT-F	25
KOKQ-F	25

12+ TSA CUME/MSA CUME RAT	
1. KDON-F	1227/34.8
2. KGO	951/15.6
3. KIDD	743/30.6
4. KCBS	563/11.2
5. KWAV-F	501/15.2
6. KBAY-F	469/ 9.7
7. KWYT-F	421/12.3
8. KSCO	408/ 4.1
9. KNBR	376/ 7.4
10. KFAT-F	369/ 6.1

12+ FM SHARE (METRO): 58.96% (204 of 346) (A/M 80: 51.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIDD	1. KDON-F	1. KDON-F	1. KDON-F	1. KWYT-F	1. KGO
2. KDON-F	2. KIDD	2. KTOM	2. KCTY	KGO	2. KDON-F
3. KSJO-F	KOKQ-F	3. KIDD	KTOM	3. KCTY	3. KCBS

OTHER RATED STATIONS/METRO SHARE

KDON	1460		.5
KESE	1240		.5
KOCN-F	104.9	Pacific Grove	1.0
KRAY-F	103.9		2.8
KRKC	1490	King City	.5
KARA-F	105.7	Santa Clara	1.3
KFAT-F	94.5	Gilroy	2.6
KYNO-F	95.5	Fresno	.5

KFRC	610	San Francisco	.8
KKHI-F	95.7	San Francisco	.5
KNBR	680	San Francisco	1.8
KOMY	1340	Watsonville	.5
KSCO	1080	Santa Cruz	.8
KSCO-F	99.1	Santa Cruz	.3
KSJO-F	92.3	San Jose	1.6
KSOL-F	107.7	San Mateo	1.3

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	38 (2)	114 (6)	152 (8)	43.9
COUNTRY	31 (3)	10 (1)	41 (4)	11.8
NEWS/TALK	41 (2)		41 (2)	11.8
BTFL MUSIC	3 (1)	39 (3)	42 (4)	12.1
MOR/AC	11 (3)	19 (1)	30 (3)	8.7
SPANISH	18 (1)	11 (1)	29 (2)	8.4
BLACK		9 (2)	9 (2)	2.6
CLASSICAL		2 (1)	2 (1)	0.6
			346 (27)	

RADIO STATIONS

KCTY, 980, 1 KW (DAYS,DA) , SPANISH , $22.00 (Lotus)
KIDD, 630, 1 KW (DA-2) , ROCK , $13.00 (HR/Stone) Walton
KTOM, 1380, 5 KW (DA-2) , COUNTRY ABC-E, $28.00 (Mc-Guild)
KSCO, 1080, 10 KW/5 KW (DA-N),BTFL MUS (FM-100) , $ 9.00 (PRO) (SANTA CRUZ)

KDON-F, 102.5, 19 KW @ 2270, ROCK (TM) Source, $34.00 (Katz)
KLRB-F, 101.7, 800 W @ 590, AOR , $11.00 (PRO)
KOKQ-F, 107.1, 910 W @ 570, CONTEMP , $ 7.00 (----)
KWAV-F, 96.9, 18 KW @ 2575, CONTEMP , $15.50 (Buckley) Buckley
KWYT-F, 100.7, 910 W @ 2575, BTFL MUS (TM) , $28.00 (Mc-Guild)

Other Stations - See San Jose

TV STATIONS KMST Monterey 46 CBS, Retlaw KSBW Salinas 8 NBC, Blair

NEWSPAPERS Salinas Californian E 24,609, Gannett Monterey Peninsula Herald E 31,772

SALT LAKE CITY

Market # 42; ADI # 45
Revenue Rank # 34
Income Rank # 27
APR 15.2
SMSA Pop: 954,400
CSI: 6.4 Bil (# 50)

Revenue : $13,660,888
Income : $ 1,671,166
% Rev Gain: +12.8
Stations: 27/23
Diaries: 1162/821:1
CSI HH: 20.3 M (# 199)

National Rev: $3,075,819
Nat Rev per Cap: $3.56
Tot Rev per Cap: $15.80
Tot Inc per Cap: $1.93
Profit Margin: 12.2%
Retail $: 3.9 Bil (# 42)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KSL	121/11.1	11.1	8.5	10.5	9.2
2. KSFI-F	100/ 9.2	8.9	6.0	6.5	8.8
3. KLUB	82/ 7.5	8.0	6.6	7.3	9.3
4. KALL	74/ 6.8	4.5	7.7	7.7	7.0
5. KSOP-F	72/ 6.6	5.9	6.6	3.9	5.3
6. KCPX	70/ 6.4	8.1	5.8	7.0	8.3
7. KCPX-F	69/ 6.3	6.3	8.5	9.9	6.1
8. KRGO	63/ 5.8	3.6	4.4	3.5	3.4
9. KRSP-F	52/ 4.8	4.9	4.9	5.7	4.9
10. KDAB-F	49/ 4.5	3.6	4.3	2.4	2.5
11. KZAN-F	46/ 4.2	3.3	2.8	2.8	1.0
12. KISN-F	41/ 3.8	3.5	2.9	4.0	3.5

12+ TSA 1/4	
1. KSL	194
2. KSFI-F	169
3. KSOP-F	114
4. KLUB	111
5. KCPX-F	91
6. KALL	75
KCPX	75
8. KRGO	73
9. KISN-F	71
10. KAYK-F	66
11. KRSP-F	58
12. KDAB-F	56

12+ TSA CUME/MSA CUME RAT	
1. KSL	3277/28.0
2. KSFI-F	2458/21.4
3. KCPX	1634/19.8
4. KLUB	1606/15.8
5. KCPX-F	1323/13.3
6. KAYK-F	1304/11.5
7. KSOP-F	1276/13.4
8. KISN-F	1257/12.5
9. KALL	1189/16.0
10. KRSP-F	1185/14.0
11. KDAB-F	1079/13.1
12. KRGO	868/ 8.9

12+ FM SHARE (METRO): 49.29% (520 of 1055) (A/M 80: 48.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRSP-F	1. KSL	1. KSL	1. KSL	1. KSFI-F	1. KSL
2. KCPX	2. KALL	2. KALL	2. KSFI-F	2. KSL	2. KSFI-F
3. KCPX-F	KCPX-F	3. KSFI-F	3. KALL	3. KLUB	3. KALL
4. KAYK-F	4. KCPX	4. KCPX-F	4. KRGO	4. KSOP-F	4. KLUB
5. KDAB-F	5. KDAB-F	5. KCPX	5. KSOP-F	5. KZAN-F	5. KSOP-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	121 (4)	278 (7)	399 (11)	37.8
COUNTRY	89 (3)	118 (2)	207 (5)	19.6
MOR/AC	201 (3)		201 (3)	19.1
BTFL MUSIC	82 (1)	108 (3)	190 (4)	18.0
NEWS/TALK	36 (2)		36 (2)	3.4
BIG BAND		16 (1)	16 (1)	1.5
RELIGION	6 (1)		6 (1)	0.6
			1055 (27)	

SALT LAKE CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KSL	1. KSL	1. KSL
2. KSFI-F	2. KSFI-F	2. KLUB
3. KSOP-F	3. KCPX	3. KSFI-F
4. KLUB	4. KLUB	4. KCPX-F
5. KCPX-F	5. KCPX-F	5. KSOP-F
6. KALL	6. KAYK-F	6. KRSP-F
KCPX-F	7. KSOP-F	7. KCPX
8. KRGO	8. KISN-F	8. KRGO
9. KISN-F	9. KALL	9. KALL
10. KAYK-F	10. KRSP-F	10. KSXX
11. KRSP-F	11. KDAB-F	
12. KDAB-F	12. KRGO	
13. KZAN-F	13. KRSP	
14. KSXX	14. KALL-F	
15. KALL-F	15. KDOT	

OTHER RATED STATIONS/METRO SHARE			
KALL-F	94.1		2.0
KANN	1090	Ogden	.5
KCGL-F	105.5		.4
KJQN	1490	Ogden	1.7
KLO	1430	Ogden	.5
KPRQ	1230	Murray	1.2
KQPD-F	101.9	Ogden	.4
KRSP	1060		1.7
KSOP	1370		1.6
KSVN	730	Ogden	.7
KSXX	630		2.3
KWHO-F	93.3		1.5
KWMS	1280		1.0
KAYK-F	96.1	Provo	3.3
KRMQ-F	94.9	Provo	.8

ADI FM SHARE: 45.38% (756 of 1666) (A/M 80: 45.78%)

AM STATIONS

KALL,	910,	5 KW/1 KW (DA-N),	AC	ABC-I,	$60.75	(Eastman)	Hatch
KCPX,	1320,	5 KW (DA-1),	ROCK	,	$66.50	(Katz)	Columbia Pic Ind
KLUB,	570,	5 KW (DA-1),	BTFL MUS	,	$36.45	(Mc-Guild)	
KRGO,	1550,	10 KW/500 W,	COUNTRY	ABC-E,	$20.00	(Christal)	
KSL,	1160,	50 KW,	MOR	CBS,	$57.63	(Torbet)	Bonneville
KRSP,	1060,	10 KW/1 KW (DA-N),	ROCK	,	$23.00	(Selcom)	
KSXX,	630,	1 KW/500 W (DA-2),	TALK	,	$13.00	(PRO)	
KDOT,	960,	5 KW/1 KW (DA-N),	CONTEMP/AC	,	$16.00	(Masla)	First Media (PROVO)

FM STATIONS

KALL-F,	94.1,	24 KW @ 3030,	CONTEMP/AC	, $50.75	(Eastman)	Hatch
KCPX-F,	98.7,	27 KW @ 2932,	ROCK	, $66.50	(Katz)	Columbia Pic Ind
KDAB-F,	101.1,	25 KW @ 3740,	SOFT ROCK (TM)	, $12.25	(Buckley)	(OGDEN)
KISN-F,	97.1,	26 KW @ 3650,	AC (Churchill)	, $20.25	(Mc-Guild)	
KRSP-F,	103.5,	19 KW @ 3650,	ROCK/AOR	, $23.00	(Selcom)	
KSFI-F,	100.3,	26 KW @ 3900,	BTFL MUS (Bonne)	, $30.00	(Blair)	
KSOP-F,	104.3,	25 KW @ 3650,	COUNTRY	, $25.00	(HR/Stone)	
KZAN-F,	97.9,	26 KW @ 3770,	COUNTRY (?)	, $? ?	(Christal)	(OGDEN)
KAYK-F,	96.1,	55 KW @ 2620,	ROCK	, $22.00	(Masla)	First Media (PROVO)

TV STATIONS

KSL	Salt Lake City	5	CBS, Bonneville
KSTU	Salt Lake City	20	IND, Springfield TV
KTVX	Salt Lake City	4	ABC, 20th Century Fox
KUTV	Salt Lake City	2	NBC, Hatch

NEWSPAPERS

Salt Lake City Tribune	M	114,269
Salt Lake City Deseret News	E	75,866
Ogden Standard Examiner	E	50,104
Provo Herald	E	30,343, Scripps League

SAN ANTONIO

Market # 36
Revenue Rank # 26
Income Rank # 16
APR 15.5
SMSA Pop: 1,130,400
CSI: 8.1 Bil (# 41)

Revenue : $17,386,206
Income : $ 2,796,248
% Rev Gain: +12.9
Stations: 25/27
Diaries: 1240/912:1
CSI HH: 22.2 M (# 111)

National Rev: $5,404,557
Nat Rev per Cap: $5.09
Tot Rev per Cap: $16.38
Tot Inc per Cap: $2.63
Profit Margin: 16.1%
Retail $: 4.9 Bil (# 38)

12+ METRO 1/4/4SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KTSA	154/11.6	10.7	9.1	8.8	10.8
2. KCOR	112/ 8.5	7.6	8.3	8.2	9.1
3. KKYX	111/ 8.4	5.9	7.0	8.0	5.5
4. KQXT-F	110/ 8.3	7.8	8.2	6.4	8.3
5. KTFM-F	108/ 8.2	8.9	6.8	5.9	8.9
6. WOAI	81/ 6.1	5.0	5.9	7.5	5.6
7. KONO	74/ 5.6	8.0	3.4	6.0	4.6
8. KITY-F	69/ 5.2	4.4	6.7	8.2	5.5
9. KISS-F	67/ 5.1	5.0	4.2	4.1	4.8
10. KBUC-F	58/ 4.4	6.0	5.9	5.2	4.9
11. KBUC	44/ 3.3	2.7	2.7	3.2	3.0
KVAR-F	44/ 3.3	3.2	2.7	2.0	2.4

12+ TSA 1/4	
1. KTSA	304
2. KKYX	293
3. WOAI	161
4. KQXT-F	143
5. KTFM-F	124
6. KCOR	115
7. KONO	103
8. KBUC-F	78
9. KISS-F	77
10. KCCW	70
KITY-F	70
12. KBUC	48

12+ TSA CUME/MSA CUME RAT	
1. KTSA	4956/28.9
2. KKYX	3370/15.1
3. WOAI	2396/14.7
4. KTFM-F	1927/19.9
5. KONO	1640/15.2
6. KQXT-F	1544/14.1
7. KITY-F	1517/16.7
8. KCCW	1127/10.4
9. KCCW	1077/ 8.5
10. KZZY-F	1012/10.1
11. KISS-F	1009/ 9.1
12. KCOR	1002/11.4

12+ FM SHARE (METRO): 42.97% (556 of 1294) (A/M 80: 45.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KTFM-F	1. KTSA	1. KTSA	1. KTSA	1. KQXT-F	1. KTSA
2. KISS-F	2. KONO	2. KKYX	2. KQXT-F	2. KKYX	2. KKYX
KITY-F	3. KTFM-F	3. KTFM-F	3. KKYX	3. KCOR	3. WOAI
4. KTSA	4. KISS-F	4. KONO	4. KCOR	4. KTSA	4. KCOR
5. KZZY-F	5. KITY-F	5. KQXT-F	KONO	5. WOAI	5. KBUC-F

OTHER RATED STATIONS/METRO SHARE

KAPE	1480	2.0	KCCW	930	3.0	KEDA	1540	2.9
KMAC	630	1.1	KMFM-F	96.1	1.0	KTUF-F	106.3	.6
KUKA	1250	1.3	KZZY-F	100.3	2.8	WOAI-F	97.3	2.0

KGNB	1420	New Braunfels	1.2	KNBT-F	92.1	New Braunfels	.4
KWED	1580	Sequin	.7	KWED-F	105.3	Sequin	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	228 (2)	281 (4)	509 (6)	39.3
COUNTRY	195 (3)	68 (2)	263 (5)	20.3
SPANISH	177 (4)	44 (1)	221 (5)	17.1
BTFL MUSIC		115 (2)	115 (2)	8.9
NEWS/TALK	81 (1)		81 (1)	6.3
MOR/AC	30 (2)	35 (2)	65 (4)	5.0
BLACK	27 (1)		27 (1)	2.1
CLASSICAL		13 (1)	13 (1)	1.0
			1294 (25)	

RADIO STATIONS

KBUC, 1310, 5 KW (DA,DAYS), COUNTRY	, $? ?	(Torbet)	Sigmor
KCCW, 930, 5 KW/1 KW (DA-N), COUNTRY (Burk-Abr)	, $25.00	(RKO)	Southweatern
KCOR, 1350, 5 KW (DA-N), SPANISH	, $71.25	(Katz)	Tichenor
KKYX, 680, 50 KW/10 KW (DA-N), COUNTRY	, $51.88	(Christal)	Swanson
KONO, 860, 5 KW/1 KW (DA-N), CONTEMP/AC	, $80.00	(MMR)	Mission
KTSA, 550, 5 KW (DA-N), ROCK	, $94.00	(Blair)	
WOAI, 1200, 50 KW, NEWS/TALK	, $70.00	(Eastman)	Clear Channel
KBUC-F, 107.5, 100 KW @ 408, COUNTRY	, $50.00	(Torbet)	Sigmor
KISS-F, 99.5, 100 KW @ 570, AOR	, $35.60	(Mc-Guild)	Capitol (WRAL)
KITY-F, 92.9, 100 KW @ 475, ROCK	, $80.00	(MMR)	Mission

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

SAN DIEGO

Market # 19; ADI # 23
Revenue Rank # 20
Income Rank # 23
APR 16.2
SMSA Pop: 1,918,900
CSI: 15.5 Bil (# 20)

Revenue : $22,810,517
Income : $ 2,189,578
% Rev Gain: +6.7
Stations: 35/22
Diaries: 1411/1360:1
CSI HH: 21.2 M (# 159)

National Rev: $7,612,431
Nat Rev per Cap: $4.22
Tot Rev per Cap: $12.65
Tot Inc per Cap: $1.21
Profit Margin: 9.6%
Retail $: 8.0 Bil (# 21)

12+ METRO	1/4/SHARE	WIN 81	FAL 80	SUM 80	SPG 80
1. KJQY-F	229/9.0	9.0	9.3	6.5	8.4
2. KGB-F	169/6.7	6.6	7.0	5.2	5.4
3. KFMB	151/5.9	5.0	4.0	6.4	7.1
4. KSDO	137/5.4	4.6	5.3	4.1	4.8
5. KPRI-F	121/4.8	4.0	5.8	5.0	5.6
6. XTRA-F	110/4.3	5.3	5.4	3.9	4.5
7. KFMB-F	99/3.9	4.7	5.1	4.3	4.2
KFSD-F	99/3.9	3.3	3.0	2.7	2.9
9. XTRA	97/3.8	3.9	4.7	4.7	3.4
10. KGB	95/3.7	4.0	4.3	5.4	4.4
11. XHRM-F	87/3.4	1.7	.8	.4	---
12. KCBQ	86/3.4	2.5	2.5	2.0	2.1
13. KMLO	84/3.3	1.6	---	.4	.7
14. KEZL-F	83/3.3	3.4	4.7	3.8	3.8
15. KIFM-F	82/3.2	4.0	4.0	3.7	3.9
16. KSON	68/2.7	2.7	3.2	3.1	2.9
17. KSON-F	66/2.6	2.7	3.2	3.1	2.9
18. KBZT-F	57/2.2	2.2	2.2	3.9	2.8
KJFM-F	57/2.2	1.9	2.0	1.5	1.2
KOGO	57/2.2	2.3	2.9	2.1	3.7
KYXY-F	57/2.2	3.1	2.9	3.6	3.1

MSA EXCL CUME

1. KFMB
2. KJQY-F
3. KSDO
4. KGB-F
5. XTRA
6. KGB
7. KCBQ
8. XHRM-F
9. KSON-F
10. KSON
    KMLO

12+ CUME/CUME RATING	
1. KFMB	2836/18.1
2. XTRA	2455/15.7
3. KGB-F	2415/15.4
4. KJQY-F	2402/15.3
5. KFMB-F	2271/14.5
6. KSDO	2223/14.2
7. XTRA-F	2121/13.5
8. KPRI-F	2081/13.3
9. KGB	1986/12.7
10. KCBQ	1603/10.2
11. KOGO	1378/ 8.8
12. KNX	1301/ 8.3
13. KSON	1183/ 7.6
14. KEZL-F	1160/ 7.4
15. KIFM-F	1139/ 7.3
16. KFSD-F	1129/ 7.2
17. KFI	1023/ 6.5
18. KSON-F	974/ 6.2
19. KYXY-F	960/ 6.1
20. KBZT-F	948/ 6.1

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME.

12+ FM SHARE (METRO, ADI): 61.59% (1467 of 2382) (A/M 80: 57.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. XTRA-F	1. KGB-F	1. KGB-F	1. KJQY-F	1. KJQY-F	1. KSDO
2. KGB	2. KPRI-F	2. KFMB	2. KFMB	2. KSDO	2. KJQY-F
3. XHRM-F	3. KIFM-F	KPRI-F	3. KFSD-F	3. KFMB	3. KFMB
XTRA	4. KFMB-F	4. KFMB-F	4. KSDO	4. KMLO	4. KGB-F
5. KPRI-F	5. XTRA-F	5. KIFM-F	5. KFMB-F	5. KFSD-F	5. KPRI-F
6. KGB-F	6. XTRA	6. XTRA-F	6. KEZL-F	6. KEZL-F	6. KFMB-F
			KCBQ		

OTHER RATED STATIONS/METRO SHARE

KITT-F	105.3		.8
KKOS-F	95.9	Carlsbad	.8
KMJC	910	El Cajon	.6
KOWN-F	92.1	Escondido	.5
KUDE	1320	Oceanside	.7
KABC	790	Los Angeles	.7
KBRT	740	Los Angeles	.6

KFI	640	Los Angeles	1.5
KLOS-F	95.5	Los Angeles	1.3
KMET-F	94.7	Los Angeles	.4
KNX	1070	Los Angeles	2.0
KRTH-F	101.1	Los Angeles	.5
XHER-F	104.5	Tijuana	.7
XHIS-F	90.3	Tijuana	.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	229 (3)	745 (10)	974 (13)	40.9
BTFL MUSIC		387 (4)	387 (4)	16.2
MOR/AC	208 (2)	147 (8)	355 (6)	14.9
COUNTRY	171 (3)	66 (1)	237 (4)	9.9
NEWS/TALK	204 (3)		204 (3)	8.6
CLASSICAL		99 (1)	99 (1)	4.2
BIG BAND/NOST	84 (1)		84 (1)	3.5
RELIGION	29 (2)		29 (2)	1.2
SPANISH		23 (1)	23 (1)	0.9
			2382 (35)	

AM STATIONS

KCBQ,	1170,	50 KW/5 KW (DA-2),	COUNTRY	RKO,	$ 69.00	(RKO)	Charter
KFMB,	760,	5 KW (DA-N)	, MOR/AC	,	$ 70.00	(Mc-Guild)	Midwest TV
KGB ,	1360,	5 KW/1 KW	, ROCK	,	$111.25	(Katz)	
KOGO,	600,	5 KW (DA-2)	, MOR	ABC-E,	$ 60.38	(Eastman)	Southwestern
KSDO,	1130,	10 KW (DA-2)	, NEWS	CBS,MBS,	$ 82.00	(CBS Spot)	Gannett
KMLO,	1000,	1 KW (DAYS,DA)	, BIG BAND/NOST (Al Ham)	,	$ 21.00	(Roslin)	(VISTA)
KSON,	1240,	1 KW/250 W	, COUNTRY	ABC-I,	$ 36.00	(Blair)	
XTRA,	690,	50 KW	, ROCK	,	$ 54.00	(MMR)	Noble

FM STATIONS

KBZT-F,	94.9,	2 KW @ 1850,	AC/CONTEMP	ABC-F,	$ 40.00	(Christal)	
KEZL-F,	102.9,	2 KW @ 1840,	BTFL MUS (Schulke II)	,	$ 45.00	(CBS Spot)	Gannett
KFMB-F,	100.7,	30 KW @ 620,	SOFT ROCK	,	$ 55.00	(CBS Spot)	Midwest TV
KFSD-F,	94.1,	100 KW @ 641,	CLASSICAL	,	$ 50.00	(Lotus)	Lotus
KGB-F,	101.5,	50 KW @ 577,	AOR	Source,	$111.25	(Katz)	
KJQY-F,	103.7,	36 KW @ 650,	BTFL MUS (FM-100)	,	$105.63	(RAR)	Westinghouse
KIFM-F,	98.1,	28 KW @ 640,	SOFT ROCK	,	$ 59.50	(Selcom)	
KPRI-F,	106.5,	50 KW @ 413,	AOR (Burk-Abr)	,	$ 69.00	(Eastman)	Southwestern
KJFM-F,	102.1,	50 KW @ 1070,	BTFL MUS (Century 21)	,	$ 22.00	(Masla)	(OCEANSIDE)
KSON-F,	97.3,	50 KW @ 445,	COUNTRY (TM)	NBC,	$ 36.00	(Blair)	
KYXY-F,	96.5,	30 KW @ 540,	AC	,	$ 40.00	(CBS/FM)	
XTRA-F,	91.1,	100 KW @ 1000,	AOR (Noble)	,	$ 54.00	(MMR)	Noble
XHRM-F,	92.5,	5 KW @ 203,	ROCK (? ? ?)	,	$? ?	(Buckley)	

TV STATIONS

KCOX	Cable # 2	IND, Cox
KCST	39	NBC, Storer
KFMB	8	CBS, Midwest TV
KGTV	10	ABC, McGraw-Hill
XETV	6	IND
XEWT	12	IND

NEWSPAPERS

San Diego Tribune	125,756, Copley
San Diego Union	201,798, Copley

SAN FRANCISCO

Market # 7; ADI # 5
Revenue Rank # 4
Income Rank # 14
APR 17.1
SMSA Pop: 3,341,600
CSI: 36.0 Bil (# 6)

Revenue : $65,350,569
Income : $ 3,685,209
% Rev Gain: +10.5
Stations: 47/37
Diaries: 3443/971:1
CSI HH: 26.3 M (# 12)

National Rev: $25,306,802
Nat Rev per Cap: $7.90
Tot Rev per Cap: $20.40
Tot Inc per Cap: $1.15
Profit Margin: 5.6%
Retail $: 16.0 Bil (# 9)

12+ METRO 1/4/SHARE		WIN 81	FAL 80	J/A 80	A/M 80
1. KGO	703/9.4	9.5	9.3	9.4	9.0
2. KSOL-F	423/5.6	5.7	5.1	4.8	4.3
3. KCBS	382/5.1	6.0	7.0	5.1	5.5
4. KSFO	371/5.0	2.8	3.2	3.0	3.2
5. KFRC	361/4.8	4.5	5.1	4.0	4.4
6. KNBR	306/4.1	2.9	3.4	4.8	4.3
7. KMEL-F	301/4.0	3.9	3.2	2.6	2.6
8. KYUU-F	296/4.0	3.2	2.9	3.7	3.6
9. KABL-F	272/3.6	2.7	2.7	2.7	3.0
10. KIOI-F	246/3.3	2.5	2.5	2.8	2.9
11. KNEW	230/3.1	3.7	3.0	3.0	2.9
12. KBLX-F	196/2.6	2.8	2.6	2.3	1.8
13. KOME-F	195/2.6	2.8	2.5	2.9	1.8
14. KOIT-F	170/2.3	2.6	2.3	2.3	2.3
15. KFOG-F	167/2.2	3.6	3.5	3.7	4.7
KABL	167/2.2	3.4	3.0	2.9	2.7
KDFC-F+	167/2.2	1.4	1.4	2.2	1.7
18. KSFX-F	157/2.1	2.8	3.1	2.9	3.3
19. KSAN-F	155/2.1	2.1	1.9	2.0	1.7
20. KDIA	123/1.6	1.5	1.7	2.3	3.1

12+ TSA 1/4	
1. KGO	904
2. KCBS	495
3. KSOL-F	436
4. KNBR	424
5. KFRC	423
6. KSFO	397
7. KMEL-F	317
8. KYUU-F	301
9. KABL-F	284
10. KIOI-F	251
11. KNEW	242
12. KRAK	228
13. KBLX-F	206
14. KOME-F	200
15. KFOG-F	184
16. KDFC-F+	180
17. KOIT-F	175
18. KABL	171
19. KBAY-F	168
20. KSAN-F	167

12+ TSA CUME/MSA CUME RAT	
1. KGO	10612/18.2
2. KFRC	10348/18.8
3. KCBS	8907/16.3
4. KNBR	8491/14.2
5. KSFO	6672/13.9
6. KMEL-F	4944/10.7
7. KYUU-F	4801/10.6
8. KIOI-F	4370/ 9.7
9. KSFX-F	4252/ 9.5
10. KSOL-F	4025/ 8.8
11. KNEW	3944/ 8.6
12. KABL-F	3734/ 8.1
13. KABL	3461/ 7.6
14. KFOG-F	3288/ 6.8
15. KRAK	3077/ 1.0
16. KSAN-F	3024/ 6.6
17. KOME-F	2913/ 6.3
18. KBLX-F	2866/ 6.3
19. KDFC-F+	2849/ 5.9
20. KOIT-F	2843/ 6.3

12+ FM SHARE (METRO): 53.71% (3759 of 6999) (A/M 80: 51.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSOL-F	1. KMEL-F	1. KYUU-F	1. KGO	1. KGO	1. KGO
2. KFRC	2. KSOL-F	2. KMEL-F	2. KSFO	2. KCBS	2. KCBS
3. KMEL-F	3. KYUU-F	3. KSOL-F	3. KYUU-F	3. KSFO	3. KFRC
4. KOME-F	4. KIOI-F	4. KIOI-F	4. KNBR	4. KABL-F	4. KNBR
5. KYUU-F	5. KFRC	5. XGO	5. KCBS	5. KNBR	5. KABL-F+
6. KSFX-F	6. KBLX-F	6. KFRC	6. KIOI-F	6. KNEW	6. KSFO
7. KBLX-F	7. KOME-F	7. KSFO	7. KFRC	7. KOIT-F	7. KSOL-F

FORMATS	AM	FM	TOTAL	%
MOR/AC	869 (4)	635 (4)	1504 (8)	21.5
ROCK/AOR/CONTEMP	413 (2)	1077 (9)	1490 (11)	21.3
NEWS/TALK	1085 (2)		1085 (2)	15.5
BTFL MUSIC	167 (1)	772 (5)	939 (6)	13.4
BLACK/URBAN/JAZZ	151 (2)	684 (3)	835 (5)	11.9
COUNTRY	337 (3)	203 (2)	540 (5)	7.7
CLASSICAL	73 (2)	208 (2)	281 (4)	4.0
SPANISH	88 (2)	59 (1)	147 (3)	2.1
BIG BAND		96 (1)	96 (1)	1.4
RELIGION	25 (1)	57 (1)	82 (2)	1.2
			6999 (47)	

SAN FRANCISCO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KGO	1. KGO	1. KGO
2. KSOL-F	2. KFRC	2. KFRC
3. KCBS	3. KCBS	3. KSOL-F
4. KSFO	4. KNBR	4. KCBS
5. KFRC	5. KSFO	5. KSFO
6. KMEL-F	6. KMEL-F	6. KNEW
7. KNBR	7. KYUU-F	7. KNBR
8. KYUU-F	8. KIOI-F	8. KYUU-F
9. KABL-F	9. KSFX-F	9. KABL-F
10. KIOI-F	10. KSOL-F	10. KLOK
11. KNEW	11. KNEW	
12. KOME-F	12. KABL-F	
13. KBLX-F	13. KABL	
14. KFOG-F	14. KFOG-F	
KOIT-F	15. KSAN-F	

ADI FM SHARE: 54.16% (3740 of 6906) (A/M 80: 51.59%)

OTHER RATED STATIONS/METRO SHARE

KARA-F	105.7	Santa Clara	.8
KBAY-F	100.3	San Jose	1.8
KBRG-F	105.3		.8
KCBS-F	97.3		1.2
KEAR-F	106.9		.3
KEEN	1370	San Jose	1.0
KEZR-F	106.5	San Jose	1.5
KFAT-F	94.5	Gilroy	.6
KFAX	1100		.8
KIQI	1010		.7
KJAZ-F	92.7	Alameda	.9
KKHI-F+	95.7		1.6
KLIV	1590	San Jose	.7
KLOK	1170	San Jose	1.6
KMPX-F	98.9		1.3
KOFY	1050	San Mates	.5
KPEN-F	97.7	Los Altos	.4
KRE	1400	Berkeley	.4
KREO-F	92.9	Healdsburg	.3
KSJO-F	92.3	San Jose	.8
KTIM-F	100.9	San Rafael	.6
KYA	1260		1.0
KYA-F	93.3		1.3
KZST-F	100.1	Santa Rosa	.4
KRAK	1140	Sacramento	.4

AM STATIONS

KABL,	960,	5 KW (DA-1),	BTFL MUS (TM)	,	$ 80.00	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2),	NEWS	CBS,	$142.50	(CBS Spot)	CBS
KDIA,	1310,	5 KW (DA-1),	BLACK	SBN,	$ 54.75	(Howard)	Viacom
KFRC,	610,	5 KW ,	ROCK (Burk-Abr)	,	$233.62	(RKO)	RKO
KGO ,	810,	50 KW ,	NEWS/TALK	ABC-I,	$166.25	(Blair)	ABC
KNBR,	680,	50 KW ,	MOR	NBC,	$117.75	(Mc-Guild)	NBC
KNEW,	910,	5 KW (DA-N),	COUNTRY	MBS,	$ 75.63	(Katz)	Malrite
KSFO,	560,	5 KW/1 KW ,	MOR	,	$ 88.00	(MMR)	Golden West

FM STATIONS

KABL-F,	98.1,	100 KW @ 940,	BTFL MUS (TM)	,	$ 80.00	(Christal)	Shamrock
KBLX-F,	102.9,	50 KW @ 1285,	BLACK	,	$ 65.88	(P/W)	Inner City
KFOG-F,	104.5,	8 KW @ 1454,	BTFL MUS (Schulke)	,	$ 63.75	(Selcom)	GE
KDFC-F+,	102.1,	33 KW @ 1260,	CLASSICAL	,	$ 31.00	(Groskin)	
KIOI-F,	101.3,	125 KW @ 1220,	AC/SOFT	,	$ 93.75	(Masla)	Charter
KMEL-F,	106.1,	69 KW @ 1240,	AOR	,	$132.50	(HR/Stone)	Century
KOIT-F,	96.5,	33 KW @ 1410,	BTFL MUS (Bonne)	,	$ 60.00	(Torbet)	Bonneville
KSAN-F,	94.9,	35 KW @ 1140,	COUNTRY	,	$ 67.50	(Katz)	Metromedia
KSFX-F,	103.7,	8 KW @ 1468,	ROCK	ABC-F,	$131.25	(Blair)	ABC
KSOL-F,	107.7,	6 KW @ 1588,	BLACK	NBN,	$ 87.50	(UBC)	United
KYA-F ,	93.3,	25 KW @ 660,	CONTEMP	,	$ 61.63	(Eastman)	King
KYUU-F,	99.7,	45 KW @ 1240,	AC	,	$100.00	(Mc-Guild)	NBC

KRAK - See Sacramento Other Stations - See San Jose

TV STATIONS

KBHK	SF	44	IND, Field	KTSF	SF	26	IND	KDTV	SF	14	IND
KTVU	Oak	2	IND, Cox	KTZO	SF	20	IND	KGO	SF	7	ABC, ABC
KPIX	SF	5	CBS, Westing	KVOF	SF	38	IND	KRON	SF	4	NBC, AF Chr

NEWSPAPERS

San Francisco Chronicle	M	506,600	Oakland Tribune	E	160,755, Gannett
San Francisco Examiner	E	159,325, Hearst			

SAN JOSE

Market # 30
Revenue Rank # 31
Income Rank # 25
APR 16.9
SMSA Pop: 1,329,700
CSI: 13.6 Bil (# 24)

Revenue: $15,404,899
Income : $ 1,899,558
% Rev Gain: +16.5
Stations: 42/15
Diaries: 1336/995:1
CSI HH: 28.0 M (# 7)

National Rev: $3,413,233
Nat Rev per Cap: $2.71
Tot Rev per Cap: $12.22
Tot Inc per Cap: $1.51
Profit Margin: 12.3%
Retail $: 6.7 Bil (# 25)

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S METRO ONLY THE LEADING SAN JOSE METRO STATIONS ARE LISTED. THIS IS DONE SO THAT SAN JOSE CAN BE CONSIDERED AS A SEPARATE MARKET.

12+ METRO 1/4/SHARE		WIN 80	FAL 80	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KOME-F	138/7.6	6.8	5.4	5.0	1. KOME-F	183	1. KOME-F	2530/15.1
2. KBAY-F	113/6.2	6.0	5.9	4.6	2. KBAY-F	159	2. KBAY-F	2348/13.3
3. KEZR-F	102/5.6	4.7	5.1	4.0	3. KLOK	132	3. KLOK	2341/14.7
4. KLOK	88/4.8	4.9	4.4	5.3	4. KEZR-F	111	4. KSJO-F	1778/ 9.4
5. KEEN	62/3.4	3.8	4.4	3.6	5. KDFC-F+	88	5. KEZR-F	1576/ 7.9
6. KARA-F	60/3.3	3.5	3.7	4.1	6. KEEN	77	6. KDFC-F	1278/ 5.1
7. KDFC-F+	44/2.4	1.3	1.3	1.7	7. KFAT-F	69	7. KLIV	1260/ 7.8
8. KSJO-F	36/2.0	2.5	2.6	2.1	8. KARA-F	68	8. KFAT-F	1252/ 5.7
9. KFAT-F	34/1.9	1.6	1.6	1.6	9. KSJO-F	60	9. KEEN	1074/ 7.9
10. KLIV	29/1.6	2.0	2.0	2.4	10. KLIV	48	10. KARA-F	969/ 7.6

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOME-F	1. KOME-F	1. KOME-F	1. KBAY-F	1. KBAY-F	1. KBAY-F
2. KRVE-F	2. KEZR-F	2. KEZR-F	2. KLOK	2. KEEN	2. KLOK
3. KSJO-F	3. KLOK	3. KBAY-F	3. KEEN	3. KLOK	3. KOME-F
4. KLIV	4. KARA-F	4. KLOK	4. KEZR-F	4. KDFC-F+	4. KEZR-F

RADIO STATIONS

KEEN, 1370, 5 KW (DA-2), COUNTRY, $60.00 (MMR) Golden Pacific
KLIV, 1590, 5 KW (DA-N), ROCK, $31.25 (Buckley) Empire
KLOK, 1170, 50 KW/5 KW (DA-2), MOR, $90.00 (Katz) Davis & Weaver

KARA-F, 105.7, 50 KW @ 1860, AC, $56.00 (Buckley) Empire
KBAY-F, 100.3, 15 KW @ 2580, BTFL MUS, $60.00 (MMR) Golden Pacific
KEZR-F, 106.5, 50 KW @ 430, SOFT AOR, $71.00 (Selcom)
KFAT-F, 94.5, 1.2 KW @ 2580, COUNTRY, $29.00 (Masla)
KDFC-F+, 102.1, 33 KW @ 1260, CLASSICAL, $31.00 (Groskin)
KOME-F, 98.5, 13 KW @ 880, AOR, $84.00 (Torbet) Infinity
KPEN-F, 97.7, 3 KW @ 250, AC/JAZZ, $15.50 (Radio T.S.)
KRVE-F, 95.3, 370 W @ 860, AC/ETHNIC, $10.00 (----) (LOS GATOS)
KSJO-F, 92.3, 50 KW @ 68, AOR, $40.00 (Roslin) Sterling

TV STATIONS

KNTV	San Jose	11	IND
KGSC	San Jose	36	IND, Ralph Wilson

NEWSPAPERS

San Jose Mercury	M	154,983, Knight-Ridder
San Jose News	E	68,000, Knight-Ridder

SARASOTA

Market # 170
Revenue Rank # 208
Income Rank # 237
APR 15.7
SMSA Pop: 209,300
CSI: 1.7 Bil (# 159)

Revenue : $1,800,090
Income : $ -367,843
% Rev Gain: +3.9
Stations: 27/9
Diaries: 563/372:1
CSI HH: 18.2 M (# 287)

National Rev: $223,893
Nat Rev per Cap: $1.07
Tot Rev per Cap: $8.60
Tot Inc per Cap: $-1.76
Profit Margin: ---
Retail $: 1.2 Bil (# 141)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WDUV-F	76/15.3	13.9	13.3
2. WSUN	37/ 7.4	7.1	4.8
3. WAMR	33/ 6.6	3.8	4.6
4. WWBA-F	32/ 6.4	3.1	2.2
5. WAMR-F	27/ 5.4	4.6	2.9
6. WWZZ	21/ 4.2	1.1	1.0
WFLA-F	21/ 4.2	2.4	3.6
WQXM-F	21/ 4.2	5.3	4.3
9. WJYW-F	19/ 3.8	4.2	6.3
10. WSPB	18/ 3.6	2.6	3.6

12+ TSA 1/4	
1. WDUV-F	77
2. WSUN	41
3. WAMR	36
4. WWBA-F	32
5. WAMR-F	29
6. WWZZ	21
WFLA-F	21
WINK-F	21
WQXM-F	21
WYNF-F	21

12+ TSA CUME/MSA CUME RAT	
1. WDUV-F	801/24.6
2. WSUN	532/15.2
3. WWBA-F	361/10.7
4. WAMR-F	351/ 9.3
5. WQXM-F	331/10.4
6. WYNF-F	324/ 9.1
7. WFLA-F	308/ 8.7
8. WKXY	285/ 8.8
9. WSPB	274/ 8.6
10. WLCY	267/ 8.4

12+ FM SHARE (METRO): 58.66% (271 of 462) (A/M 80: 62.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYNF-F	1. WQXM-F	1. WDUV-F	1. WDUV-F	1. WDUV-F	1. WDUV-F
2. WQXM-F	2. WSUN	2. WSUN	2. WSUN	2. WSUN	2. WSUN
WQYK-F	WDUV-F	3. WQXM-F		3. WWBA-F	3. WAMR-F

OTHER RATED STATIONS/METRO SHARE

WBRD	1420	Bradenton	1.6
WENG	1530	Englewood	.8
WKXY	930		1.6
WQSA	1220		2.6
WSPB-F	106.3		2.0
WSRZ-F	102.5		1.8
WTRL	1490	Bradenton	.8
WCKX-F	95.7	Clearwater	1.6
WFLA	970	Tampa	

WINK-F	96.9	Ft. Myers	1.2
WLCY	1380	St. Petersburg	2.2
WPLP	570	Pinellas Park	2.2
WQYK-F	99.5	St. Petersburg	3.6
WRBQ-F	104.7	Tampa	2.2
WTMP	1150	Tampa	1.2
WWLF	680	St. Petersburg	1.2
WYNF-F	94.9	Tampa	2.6

FORMATS	AM	FM	TOTAL	%
BTFL MUSIC	6 (1)	148 (4)	154 (5)	33.3
ROCK/AOR/CONTEMP	19 (2)	78 (7)	97 (9)	21.0
COUNTRY	45 (2)	45 (2)	90 (4)	19.5
BIG BAND/NOST	54 (2)		54 (2)	11.7
MOR/AC	37 (4)		37 (4)	8.0
NEWS/TALK	24 (2)		24 (2)	5.2
BLACK	6 (1)		6 (1)	1.3
			462 (27)	

RADIO STATIONS

WAMR, 1320, 500 W (DAYS) , BIG BAND , $10.50 (----) (VENICE)
WSPB, 1450, 1 KW/250 W , MOR CBS, $11.00 (PRO)
WWZZ, 1280, 500 W (DAYS,DA), BIG BAND/NOST (Al Ham) , $? ? (Lotus)

WAMR-F, 92.1, 3 KW @ 315, COUNTRY , $10.50 (----) (VENICE)
WDUV-F, 103.3, 100 KW @ 500, BTFL MUS , $38.00 (Masla)
WSRZ-F, 102.5, 100 KW @ 570, SOFT ROCK , $42.75 (Christal) Cosmos

WINK-F - See Fort Myers Condensed

OTHER STATIONS SEE TAMPA

TV AND NEWSPAPERS SEE TAMPA

SAVANNAH

Market # 161	Revenue : $2,103,988	National Rev: $247,780
Revenue Rank # 189	Income : $ -104,734	Nat Rev per Cap: $1.06
Income Rank # 202	% Rev Gain: -23.0	Tot Rev per Cap: $9.04
APR 16.4	Stations: 14/11	Tot Inc per Cap: $-.45
SMSA Pop: 232,800	Diaries: 580/401:1	Profit Margin: ---
CSI: 1.5 Bil (# 171)	CSI HH: 19.2 M (# 250)	Retail $: .9 Bil (# 173)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WEAS-F	53/17.7	11.9	7.1	1. WCHY-F	120	1. WCHY-F	1147/22.8
2. WCHY-F	42/14.0	9.8	2.7	2. WEAS-F	81	2. WZAT-F	1007/27.4
3. WSOK	40/13.4	11.9	9.1	3. WZAT-F	71	3. WSGF-F	753/24.6
4. WZAT-F	29/ 9.7	10.1	9.5	4. WJCL-F	54	4. WJCL-F	704/19.0
5. WJCL-F	25/ 8.4	10.1	12.5	5. WSOK	40	5. WEAS-F	689/25.6
6. WSGF-F	24/ 8.0	9.1	12.5	6. WSGF-F	38	6. WSGA	409/18.7
7. WAEV-F	19/ 6.4	2.8	3.7	7. WAEV-F	24	7. WREV-F	374/14.6
8. WSGA	16/ 5.4	7.3	12.5	8. WSGA	19	8. WSOK	364/20.0
9. WWSA	12/ 4.0	5.2	5.7	9. WWSA	16	9. WWSA	256/12.3
10. WQQT	10/ 3.3	2.8	3.7	10. WQQT	10	10. WEAS	176/ 7.5

12+ FM SHARE (METRO): 68.31% (194 of 284) (A/M 80: 58.95%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEAS-F	1. WEAS-F	1. WEAS-F	1. WCHY-F	1. WCHY-F	1. WCHY-F
2. WZAT-F	2. WAEV-F	2. WCHY	2. WEAS-F	2. WSOK	2. WZAT-F
3. WSGF-F	3. WCHY-F	3. WSGF-F	3. WSOK	3. WJCL-F	3. WEAS-F

OTHER RATED STATIONS/METRO SHARE

WEAS	900		2.3	WKBX	630		1.0
WGEC-F	103.9	Springfield	.7	WNMT	1520	Garden City	.7

FORMATS

FORMATS	AM	FM	TOTAL	%
BLACK	40 (1)	53 (1)	93 (2)	32.7
ROCK/AOR/CONTEMP	16 (1)	72 (3)	88 (4)	31.0
COUNTRY	12 (2)	44 (2)	56 (4)	19.7
BTFL MUSIC		25 (1)	25 (1)	8.8
MOR/AC	15 (2)		15 (2)	5.3
RELIGION/GOSPEL	7 (1)		7 (1)	2.5
			284 (14)	

RADIO STATIONS

WEAS, 900, 5 KW (DAYS), GOSPEL , $11.50 (Stars) Dee Rivers
WQQT, 1450, 1 KW , COUNTRY MBS, $13.50 (Masla)
WSGA, 1400, 1 KW/250 W , CONTEMP ABC-C, $56.75 (Katz)
WSOK, 1230, 1 KW (DAYS), BLACK SBN, $27.00 (Selcom)
WWSA, 1290, 5 KW (DA-N), MOR ABC-I, $19.25 (Torbet) Bluegrass

WAEV-F, 97.3, 100 KW @ 500, CONTEMP/AC RKO, $14.00 (Selcom)
WEAS-F, 93.1, 100 KW @ 355, BLACK NBN, $21.00 (Stars) Dee Rivers
WJCL-F, 96.5, 100 KW @ 1232, BTFL MUS (Bonne) CBS, $24.00 (HR/Stone)
WSGF-F, 99.5, 100 KW @ 384, ROCK Source, $22.00 (Mc-Guild) Beasley
WZAT-F, 102.1, 100 KW @ 620, ROCK ABC-F, $56.75 (Katz)
WCHY-F, 94.1, 100 KW @ 1320, COUNTRY (Drake-Chen)ABC-E, $19.25 (Torbet) Bluegrass

TV STATIONS

WJCL	Savannah	22	ABC
WSAV	Savannah	3	NBC, Savannah News, Press
WTOC	Savannah	11	CBS, American Family Corp

NEWSPAPERS

Savannah News	M	55,760, Southeastern Newsp
Savannah Press	E	21,100, Southeastern Newsp

SEATTLE

Market # 16 (with Tacoma); ADI # 15
Revenue Rank # 11 (Approx)
Income Rank # 8 (approx)
APR 15.5
SMSA Pop: 2,068,900
CSI: 15.5 Bil (# 21)

Revenue : $35,826,515
Income : $ 5,942,159
% Rev Gain: +21.6
Stations: 34/38
Diaries: 1663/1244:1
CSI HH: 26.2 M (# 14)

National Rev: $9,725,892
Nat Rev per Cap: $5.09
Tot Rev per Cap: $18.75
Tot Inc per Cap: $3.11
Profit Margin: 16.6%
Retail $: 7.7 Bil (# 22)

12+ METRO 1/4/SHARE		FAL 80	SPG 80	FAL 79	SPG 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KISW-F	237/8.6	7.3	5.7	5.7	3.1	1. KIRO	278	1. KIRO	5219/23.9
2. KIRO	222/8.1	10.6	8.9	10.2	11.1	2. KISW-F	275	2. KOMO	3728/17.2
3. KOMO	173/6.3	8.3	7.8	9.8	6.3	3. KOMO	230	3. KJR	3693/16.4
4. KSEA-F	143/5.2	4.8	5.9	6.2	7.4	4. KSEA-F	177	4. KING	3640/14.0
5. KVI	132/4.8	2.4	4.0	4.4	5.6	5. KJR	168	5. KISW-F	2974/13.8
6. KJR	129/4.7	5.2	4.9	6.0	7.0	6. KVI	149	6. KVI	2564/12.9
7. KYYX-F	123/4.5	4.3	3.7	4.9	3.5	7. KING	146	7. KYYX-F	2327/11.9
8. KNBQ-F	116/4.2	2.9	2.7	1.2	2.0	8. KNBQ-F	136	8. KSEA-F	2010/ 9.4
9. KING	112/4.1	3.5	3.4	3.0	3.3	9. KYYX-F	133	9. KZOK-F	1958/ 8.9
10. KIXI-F	110/4.0	2.9	2.5	3.9	2.6	10. KIXI-F	123	10. KNBQ-F	1893/ 8.9
11. KIXI	90/3.3	3.4	2.6	1.2	2.0	11. KIXI	95	11. KIXI-F	1837/ 9.1
12. KPLZ-F	86/3.1	3.9	4.6	3.0	4.1	12. KPLZ-F	94	12. KPLZ-F	1595/ 7.6
13. KZAM-F	76/2.8	3.6	4.6	3.0	2.8	13. KEZX-F	90	13. KZAM-F	1485/ 7.6
14. KMPS	72/2.6	2.9	2.5	2.0	2.8	14. KZAM-F	84	14. KMPS	1457/ 6.9
15. KMPS-F	70/2.6	2.5	3.1	2.5	3.7	KMPS	84	15. KBRD-F	1402/ 5.8

12+ FM SHARE (METRO): 52.41% (1368 of 2610) (A/M 80: 51.77%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KISW-F	1. KISW-F	1. KISW-F	1. KIRO	1. KIRO	1. KIRO
2. KNBQ-F	2. KJR	2. KYYX-F	2. KOMO	2. KOMO	2. KOMO
3. KJR	KYYX-F	KJR	3. KVI	3. KSEA-F	3. KISW-F
4. KYYX-F	4. KING	4. KIRO	4. KSEA-F	4. KIXI	4. KMPS+
	5. KPLZ-F	5. KING	5. KIXI-F	5. KVI	5. KING
	6. KZAM-F	6. KIXI-F	6. KJR	6. KMPS	6. KJR

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	285 (6)	752 (7)	1037 (13)	39.7
MOR/AC	311 (4)	110 (1)	421 (5)	16.1
NEWS/TALK	388 (3)		388 (3)	14.9
BTFL MUSIC		278 (3)	278 (3)	10.7
COUNTRY	100 (2)	116 (2)	216 (4)	8.3
RELIGION	44 (1)	48 (1)	92 (2)	3.5
BIG BAND/NOSTALGIA	90 (1)		90 (1)	3.4
CLASSICAL		64 (1)	64 (1)	2.5
UNKNOWN	23 (2)		23 (2)	0.9
			2610 (34)	

SEATTLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KIRO	1. KIRO	1. KOMO
2. KISW-F	2. KOMO	2. KISW-F
3. KOMO	3. KJR	3. KIRO
4. KSEA-F	4. KING	4. KNBQ-F
5. KJR	5. KISW-F	5. KVI
6. KVI	6. KVI	6. KBIQ-F
7. KING	7. KYYX-F	7. KYYX-F
8. KNBQ-F	8. KSEA-F	8. KING
9. KYYX-F	9. KZOK-F	9. KJR
10. KIXI-F	10. KNBQ-F	10. KGDN
11. KIXI	11. KIXI-F	
12. KPLZ-F	12. KPLZ-F	
13. KEZX-F	13. KZAM-F	
14. KZAM-F	14. KMPS	
KMPS	15. KBRD-F	

ADI FM SHARE: 50.16% (1677 of 3343) (A/M 80: 48.53%)

OTHER RATED STATIONS/METRO SHARE			
KAYO	1150		1.2
KBIQ-F	105.3	Edmonds	1.8
KBLE	1050		.3
KBLE-F	93.3		1.9
KBRD-F	103.7	Tacoma	2.4
KEZX-F	98.9		2.5
KGDN	630	Edmonds	1.6
KING-F	98.1		2.3
KKFX	1250		.5
KMO	1360	Tacoma	1.0
KRPM-F	106.1	Tacoma	1.7
KTAC	850	Tacoma	1.4
KTNT	1400	Tacoma	.4
KWYZ	1230	Everett	1.2
KXA	770		2.4
KZAM	1540		.2
KZOK	1590		.4
KZOK-F	102.5		2.3
KEX	1190	Portland	.5

AM STATIONS

KGDN, 630, 5 KW (DAYS), RELIGION , $22.00 (----)
KING, 1090, 50 KW (DA-2), CONTEMP , $55.75 (Blair) King
KIRO, 710, 50 KW (DA-N), NEWS CBS,MBS, $90.00 (Torbet) Bonneville
KIXI, 910, 1 KW (DA-1), BIG BAND/NOST (Al Ham) , $25.00 (Christal)

KJR , 950, 5 KW (DA-N), ROCK (Burk-Abr) , $76.25 (Mc-Guild) Metromedia
KMPS, 1300, 5 KW (DA-N), COUNTRY , $40.25 (Eastman) Affiliated
KOMO, 1000, 50 KW (DA-N), MOR ABC-I, $90.00 (Katz) Fisher
KVI , 570, 5 KW , TALK/NEWS MBS, $50.00 (MMR) Golden West

FM STATIONS

KBIQ-F, 105.3, 115 KW @ 721, RELIGION , $22.00 (----)
KBRD-F, 103.7, 100 KW @ 1675, BTFL MUS (Schulke) , $51.36 (Masla) Entercom
KEZX-F, 98.9, 100 KW @ 1070, BTFL MUS (FM-100) ABC-E, $35.00 (Buckley) Park
KISW-F, 99.9, 100 KW @ 1200, AOR (Burk-Abr) , $70.00 (Mc-Guild) Kaye-Smith*
KIXI-F, 95.7, 100 KW @ 1100, SOFT/AC , $25.00 (Christal)

KMPS-F, 94.1, 100 KW @ 1165, COUNTRY , $40.25 (Eastman) Affiliated
KNBQ-F, 97.3, 100 KW @ 370, ROCK , $39.25 (Market 4) Tacoma Tribune
KPLZ-F, 101.5, 100 KW @ 1200, ROCK RKO, $30.00 (MMR) Golden West
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne) , $71.00 (Torbet) Bonneville
KYYX-F, 96.5, 81 KW @ 1223, ROCK ABC-C, $45.25 (Christal) O'Day
KZAM-F, 92.5, 100 KW @ 1100, ROCK/AOR ABC-F, $49.50 (Selcom) Sandusky News
KZOK-F, 102.5, 100 KW @ 1165, AOR Source, $60.00 (CBS/FM) Sterling

*Sale to Lester Smith pending

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord
KCPQ	Tacoma	13	IND, Kelly

NEWSPAPERS

Seattle Post-Intelligencer	M	197,123, Hearst
Seattle Times	E	253,984
Everett Herald	E	61,037, Post-Newsweek
Tacoma News Tribune	E	107,860

SHREVEPORT

Market # 106
Revenue Rank # 75
Income Rank # 58
APR 13.8
SMSA Pop: 376,000
CSI: 2.7 Bil (# 112)

Revenue : $6,396,748
Income : $ 690,323
% Rev Gain: +13.9
Stations: 14/17
Diaries: 688/547:1
CSI HH: 20.3 M (# 202)

National Rev: $1,378,373
Nat Rev per Cap: $3.84
Tot Rev per Cap: $17.81
Tot Inc per Cap: $1.92
Profit Margin: 10.8%
Retail $: 1.6 Bil (# 106)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79
1. KOKA	66/15.8	17.8	15.9	14.8
2. KRMD-F+	59/14.1	16.2	16.5	14.0
3. KWKH	54/12.9	10.0	17.3	15.3
4. KCOZ-F	45/10.7	11.0	10.0	12.7
5. KEEL	41/ 9.8	13.0	14.5	13.0
6. KMBQ-F	35/ 8.4	8.6	7.0	3.8
7. KCIJ	33/ 7.9	11.0	6.4	8.7
8. KROK-F	30/ 7.2	6.1	6.1	8.9
9. KDKS-F	29/ 6.9	---	---	---
10. KASO	8/ 1.9	2.0	1.1	1.8

12+ TSA 1/4	
1. KRMD-F+	101
2. KWKH	98
3. KOKA	74
4. KROK-F	65
5. KEEL	64
6. KCOZ-F	48
7. KMBQ-F	43
8. KCIJ	41
9. KDKS-F	32
10. KASO	8

12+ TSA CUME/MSA CUME RAT	
1. KWKH	1708/25.4
2. KEEL	1467/27.2
3. KRMD-F+	1387/25.8
4. KROK-F	1017/17.5
5. KOKA	887/23.2
6. KMBQ-F	598/15.4
7. KCOZ-F	585/16.9
8. KCIJ	423/10.9
9. KDKS-F	418/11.0
10. KEPT-F	109/ 3.3

12+ FM SHARE (METRO): 45.85% (188 of 410) (A/M 80: 37.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOKA	1. KOKA	1. KOKA	1. KRMD-F+	1. KRMD-F+	1. KWKH
KROK-F	2. KEEL	2. KRMD-F+	2. KOKA	2. KCOZ-F	2. KRMD-F+
3. KMBQ-F	3. KDKS-F	3. KEEL	3. KWKH	KWKH	3. KOKA

OTHER RATED STATIONS/METRO SHARE

WBCL	1220	1.0	KEPT-F	96.5	1.2	KNCB	1320 Vivian	.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	41 (1)	94 (3)	135 (4)	32.9
COUNTRY	69 (2)	44 (1)	113 (3)	27.6
BLACK	66 (1)		66 (1)	16.1
BTFL MUSIC		45 (1)	45 (1)	11.0
RELIGION/GOSPEL	33 (1)	5 (1)	38 (2)	9.3
UNKNOWN	10 (2)		10 (2)	2.4
MOR/AC	4 (1)		4 (1)	1.0
			410 (14)	

RADIO STATIONS

KASO, 1240, 1 KW (DAYS) , ? ? ? , $ 5.00 (Corlett) (MINDEN)
KCIJ, 930, 5 KW (DAYS) , BLACK/GOSPEL , $ 8.00 (Savalli)
KEEL, 710, 50 KW/5 KW (DA-2) , CONTEMP , $38.50 (Mc-Guild) Multimedia
KOKA, 1550, 10 KW/500 W (DA-N), BLACK , $24.50 (Howard)
KWKH, 1130, 50 KW (DA-N) , COUNTRY ABC-E, $34.00 (Torbet) Great Empire

KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS (Bonne) , $18.25 (Howard)
KDKS-F, 92.1, 3 KW @ 300, AOR , $? ? (----) (BENTON)
KMBQ-F, 93.7, 100 KW @ 350, AOR , $38.50 (Mc-Guild) Multimedia
KRMD-F+,101.1, 100 KW @ 1000, COUNTRY (Burk-Abr) , $18.50 (Katz)
KROK-F, 94.5, 100 KW @ 400, ROCK , $23.00 (Torbet) Great Empire

TV STATIONS

KSLA	Shreveport	12	CBS
KTAL	Terarkana	6	NBC, Camden News
KTBS	Shreveport	3	ABC

NEWSPAPERS

Shreveport Journal	E	33,988, Gannett
Shreveport Times	M	87,822, Gannett

SIOUX FALLS

Market # 268	Revenue : $3,060,962	National Rev: $669,926
Revenue Rank # 140	Income : $ 335,624	Nat Rev per Cap: $6.37
IncomeRank # 96	% Rev Gain: +25.3	Tot Rev per Cap: $29.10
APR 16.2	Stations: 10/9	Tot Inc per Cap: $3.19
SMSA Pop: 105,200	Diaries: 545/193:1	Profit Margin: 11.0%
CSI: .8 Bil (# 256)	CSI HH: 21.2 M (# 158)	Retail $: .6 Bil (# 217)

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KSOO	29/19.7	17.2	22.7
2. KELO	18/12.2	13.8	12.1
3. KELO-F	17/11.6	12.1	10.6
4. KKRC	16/10.9	12.9	13.6
5. KPAT-F	15/10.2	9.5	8.3
KXRB	15/10.2	4.3	12.1
7. KIOV-F	12/ 8.2	6.9	6.1
8. KKRZ-F	11/ 7.5	8.6	4.5
9. WNAX	3/ 2.0	2.6	1.5
10. KRSS	1/ .7	---	.8

12+ TSA	1/4
1. WNAX	86
2. KELO	66
3. KXRB	61
4. KKRC	40
5. KSOO	39
6. KELO-F	34
7. KPAT-F	24
8. KIOV-F	17
9. KKRZ-F	11
10. KRSS	2

12+ TSA	CUME/MSA CUME RAT
1. WNAX	1098/ 9.7
2. KELO	1082/37.1
3. KXRB	681/20.5
4. KKRC	627/34.3
5. KSOO	566/40.1
6. KELO-F	471/19.9
7. KPAT-F	427/27.1
8. KIOV-F	313/17.7
9. KKRZ-F	155/14.8
10. KRSS	78/ 7.6

12+ FM SHARE (METRO): 40.15% (55 of 137) (A/M 80: 42.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKRC	1. KELO	1. KELO	1. KSOO	1. KSOO	1. WNAX
2. KKRZ-F	2. KKRC	2. KKRC	2. KXRB	2. KELO-F	2. KELO
KPAT-F	3. KPAT-F	KSOO	3. KELO	3. KXRB	3. KSOO

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (2)	26 (2)	60 (4)	43.8
COUNTRY	18 (2)	12 (1)	30 (3)	21.9
MOR/AC	30 (2)		30 (2)	21.9
BTFL MUSIC		17 (1)	17 (1)	12.4
			137 (10)	

RADIO STATIONS

KELO, 1320, 5 KW (DA-N) , CONTEMP/AC , $17.50 (Torbet) Midcontinent
KKRC, 1230, 1 KW/250 W , ROCK ABC-C,RKO, $11.00 (PRO) Tom Ingstad
KRSS, 1520, 500 W (DAYS,DA) , MOR , $ 5.00 (----)
KSOO, 1140, 10 KW/5 KW (DA-2), MOR ABC-E,ABC-I, $23.50 (Mc-Guild)
KXRB, 1000, 10 KW (DAYS,DA) , COUNTRY NBC, $28.00 (Buckley) S. Minnesota
WNAX, 570, 5 KW (DA-N) , COUNTRY CBS, $86.25 (Katz) Park (YANKTON)

KELO-F, 92.5, 100 KW @ 1911, BTFL MUSIC , $12.50 (Torbet) Midcontinent
KIOV-F, 104.7, 100 KW @ 735, COUNTRY (Musicworks) NBC, $26.25 (Buckley) S. Minnesota
KKRZ-F, 93.5, 3 KW @ 150, AOR Source, $10.50 (PRO) Tom Ingstad
KPAT-F, 97.3, 60 KW @ 220, ROCK , $ 9.50 (Mc-Guild)

TV STATIONS

KELO	Sioux Falls	11	CBS, Midcontinent
KSFY	Sioux Falls	13	NBC, Forum
KXON	Mitchell	5	ABC, Gillett

NEWSPAPER

Sioux Falls Argus-Leader E 44,208, Gannett

SOUTH BEND

Market # 135
Revenue Rank # 131
Income Rank # 82
APR 18.3
SMSA Pop: 282,400
CSI: 2.1 Bil (# 131)

Revenue : $3,395,979
Income : $ 471,520
% Rev Gain: +23.5
Stations: 18/9
Diaries: 606/466:1
CSI HH: 21.9 M (# 123)

National Rev: $455,888
Nat Rev per Cap: $1.61
Tot Rev per Cap: $12.03
Tot Inc per Cap: $1.67
Profit Margin: 13.9
Retail $: 1.1 Bil (# 154)

12+ METRO 1/4/SHARE		SPG 80	A/M 79
1. WNDU-F	99/23.5	17.8	8.0
2. WSBT	50/11.8	15.4	19.0
3. WRBR-F	42/10.0	14.8	26.1
4. WWJY-F	38/ 9.0	8.4	8.8
5. WYEZ-F	28/ 6.6	7.5	5.8
6. WNDU	22/ 5.2	3.0	4.0
7. WLS	16/ 3.8	3.0	5.5
8. WJVA	14/ 3.3	3.2	2.5
WMAQ	14/ 3.3	4.0	2.8
WFRN-F	14/ 3.3	1.6	.8

12+ TSA 1/4	
1. WNDU-F	239
2. WRBR-F	81
3. WWJY-F	78
4. WYEZ-F	75
5. WMAQ	70
6. WLS	59
7. WSBT	53
8. WOWO	39
9. WFRN-F	37
10. WBBM	26

12+ TSA CUME/MSA CUME RAT	
1. WNDU-F	2541/41.1
2. WLS	1436/16.6
3. WRBR-F	1298/28.1
4. WWJY-F	1132/20.3
5. WMAQ	1129/10.6
6. WSBT	927/32.5
7. WYEZ-F	897/16.8
8. WOWO	635/ 2.9
9. WBBM	541/ 9.2
10. WGN	472/ 6.2

12+ FM SHARE (METRO): 61.66% (238 of 386) (A/M 80: 60.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WSBT	1. WNDU-F
	2. WRBR-F	2. WRBR-F	2. WSBT	WWJY-F	2. WSBT
		3. WSBT	3. WRBR-F	3. WNDU-F	3. WYEZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (1)	151 (3)	167 (4)	43.3
MOR/AC	71 (5)		71 (5)	18.4
BTFL MUSIC		66 (2)	66 (2)	17.1
COUNTRY	50 (3)		50 (3)	13.0
UNKNOWN		16 (2)	16 (2)	4.1
NEWS/TALK	11 (1)		11 (1)	2.8
RELIGION		5 (1)	5 (1)	1.3
			386 (18)	

OTHER RATED STATIONS/METRO SHARE

WHME-F	103.1		1.2
WTCA	1050	Plymouth	3.1
WTCA-F	94.3	Plymouth	.5
WAOR-F	95.3	Niles	2.4
WBBM	780	Chicago	2.6
WCFL	1000	Chicago	.5
WGN	720	Chicago	.9
WOWO	1190	Ft. Wayne	.5

RADIO STATIONS

WJVA, 1580, 1 KW (DAYS), COUNTRY MBS, $11.75 (Savalli)
WNDU, 1490, 1 KW/250 W , COUNTRY ABC-I, $23.40 (Mc-Guild) Notre Dame
WSBT, 960, 5 KW (DA-2), MOR CBS, $20.00 (Katz) S. Bend Tribune

WNDU-F, 92.9, 13 KW @ 880, ROCK , $23.40 (Mc-Guild) Notre Dame
WRBR-F, 103.9, 3 KW @ 290, AC , $25.50 (Torbet) Booth
WWJY-F, 101.5, 9 KW @ 967, BTFL MUS (Schulke) , $18.00 (Katz) S. Bend Tribune
WFRN-F, 104.7, 50 KW @ 455, ? ? ? , $11.50 (Buckley) (ELKHART)
WYEZ-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne) , $16.50 (Selcom) Federated (ELKHART)

WOWO - See Ft. Wayne Other Stations - See Chicago

TV STATIONS

WHME	S. Bend	46	IND
WNDU	S. Bend	16	NBC, Notre Dame
WSBT	S. Bend	22	CBS, S. Bend Tribune
WSJV	Elkhart	28	ABC, Quincy Newspapers

NEWSPAPERS

South Bend Tribune E 106,610
Elkhart Truth E 29,920, Federated

SPOKANE

Market # 111
Revenue Rank # 93
Income Rank # 192
APR 15.8
SMSA Pop: 356,100
CSI: 2.8 Bil (# 106)

Revenue : $5,059,398
Income : $ -56,824
% Rev Gain: -4.2
Stations: 14/16
Diaries: 686/519:1
CSI HH: 21.5 M (#143)

National Rev: $1,367,690
Nat Rev per Cap: $4.19
Tot Rev per Cap: $15.50
Tot Inc per Cap: $-.17
Profit Margin: ---
Retail $: 1.5 Bil (# 112)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KJRB	58/12.9	13.2	12.3	15.5	16.4
KREM-F	58/12.9	10.0	9.1	10.9	10.4
3. KHQ-F	46/10.2	7.4	10.9	7.5	11.2
4. KXLY-F	44/ 9.8	8.4	9.6	6.7	7.5
5. KSPO	43/ 9.6	6.7	6.2	4.1	3.5
6. KHQ	31/ 6.9	7.9	8.4	8.3	9.2
7. KGA	28/ 6.2	6.5	7.7	7.0	9.0
KEZE-F	28/ 6.2	7.9	9.6	14.2	5.0
9. KDRK-F	23/ 5.1	3.2	5.4	4.7	2.5
10. KZUN-F	21/ 4.7	5.3	3.2	3.4	8.0

12+ TSA 1/4	
1. KREM-F	91
2. KHQ-F	88
3. KJRB	83
4. KXLY-F	80
5. KZUN-F	64
6. KHQ	57
7. KDRK-F	50
KGA	50
9. KSPO	43
10. KEZE-F	28

12+ TSA CUME/MSA CUME RAT	
1. KHQ-F	1298/25.3
2. KJRB	1289/30.0
3. KHQ	978/18.9
4. KREM-F	968/22.8
5. KGA	895/17.8
6. KXLY-F	886/18.3
7. KZUN-F	740/11.7
8. KDRK-F	578/11.6
9. KSPO	553/18.9
10. KXLY	511/10.5

12+ FM SHARE (METRO): 51.16% (220 of 430) (A/M 80: 51.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJRB	1. KREM-F	1. KREM-F	1. KXLY-F	1. KXLY-F	1. KHQ
2. KHQ-F	2. KHQ-F	2. KHQ-F	2. KREM-F	2. KSPO	2. KHQ-F
KREM-F	3. KJRB	3. KJRB	3. KHQ-F	3. KGA	3. KJRB

OTHER RATED STATIONS/METRO SHARE

KREM	970		2.9
KXLY	920		2.4
KXXR	1440		4.0
KZUN	630	Opportunity	1.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	71 (2)	104 (2)	175 (4)	40.7
COUNTRY	36 (2)	44 (2)	80 (4)	18.6
BTFL MUSIC		72 (2)	72 (2)	16.7
NEWS/TALK	43 (1)		43 (1)	10.0
MOR/AC	42 (2)		42 (2)	9.8
BIG BAND	18 (1)		18 (1)	4.2
			430 (14)	

RADIO STATIONS

KGA , 1510, 50 KW (DA-N), COUNTRY ABC-I, $35.50 (Eastman) Community Pacific
KHQ , 590, 5 KW , MOR NBC, $27.00 (Katz) Spok Chronicle
KJRB, 790, 5 KW (DA-N), ROCK (Burk-Abr) , $29.23 (Mc-Guild) Kaye-Smith
KSPO, 1230, 1 KW/250 W , NEWS MBS, $10.75 (Masla)
KXLY, 920, 5 KW , MOR CBS, $19.50 (Torbet) Morgan Murphy

KDRK-F, 93.7, 56 KW @ 2380, COUNTRY (TM) RKO, $31.07 (Eastman) Community Pacific
KEZE-F, 105.7, 41 KW @ 580, BTFL MUSIC , $20.88 (Mc-Guild) Kaye-Smith
KHQ-F , 98.1, 94 KW @ 2030, ROCK (TM) NBC, $25.00 (Katz) Spok Chronicle
KREM-F, 92.9, 81 KW @ 2100, AOR , $28.00 (Blair) King
KXLY-F, 99.9, 25 KW @ 3010, BTFL MUS (Churchill) , $19.50 (Torbet) Morgan Murphy
KZUN-F, 96.1, 56 KW @ 2380, COUNTRY (? ?) ABC-C, $22.00 (HR/Stone)

TV STATIONS

KHQ	Spokane	6	NBC, Spokane Chronicle
KXLY	Spokane	4	ABC, Morgan Murphy
KREM	Spokane	2	CBS, King

NEWSPAPERS

Spokane Chronicle	E	61,580
Spokane Spokesman-Review	M	76,648

SPRINGFIELD, MA

Market # 80 (county - # 71)
Revenue Rank # 83
Income Rank # 140
APR 17.6
SMSA Pop: 529,000
CSI: 4.6 Bil (# 69)

Revenue : $5,536,501
Income : $ 135,102
% Rev Gain: +8.3
Stations: 25/13
Diaries: 888/596:1
CSI HH: 22.8 M (# 84)

National Rev: $1,378,887
Nat Rev per Cap: $2.59
Tot Rev per Cap: $10.38
Tot Inc per Cap: $10.38
Profit Margin: 2.4%
Retail $: 2.4 Bil (# 75)

12+ METRO 1/4/SHARE		FAL 80	A/M 80	A/M 79
1. WHYN-F	121/13.9	14.0	13.8	16.5
2. WMAS-F	97/11.1	10.6	7.5	2.6
3. WHYN	95/10.9	11.5	10.9	12.6
4. WMAS	91/10.5	9.3	9.9	6.6
5. WCCC-F	52/ 6.0	7.6	8.1	5.9
6. WAQY-F	46/ 5.3	6.8	8.0	7.3
7. WAAF-F	34/ 3.9	2.8	1.9	1.3
8. WTIC	30/ 3.4	4.3	3.4	6.0
9. WHMP	28/ 3.2	1.8	3.3	3.4
10. WRCH-F	27/ 3.1	3.1	4.4	2.6

12+ TSA 1/4	
1. WHYN-F	134
2. WMAS-F	102
3. WHYN	95
4. WMAS	91
5. WCCC-F	64
WAQY-F	64
7. WTIC	61
8. WAAF-F	40
9. WRCH-F	36
10. WHCN-F	35

12+ TSA CUME/MSA CUME RAT	
1. WHYN	1626/31.2
2. WHYN-F	1404/25.4
3. WAQY-F	1324/20.7
4. WMAS-F	1310/24.2
5. WCCC-F	1056/16.9
6. WTIC	1052/13.5
7. WMAS	904/18.2
8. WAAF-F	759/12.4
9. WSPR	617/11.9
10. WHCN-F	538/ 6.4

12+ FM SHARE (METRO): 58.79% (458 of 779) (A/M 80: 55.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAQY-F	1. WMAS-F	1. WMAS-F	1. WHYN-F	1. WHYN-F	1. WHYN-F
2. WAAF-F	2. WHYN	2. WHYN	2. WHYN	2. WMAS	2. WHYN
3. WCCC-F	WCCC-F	3. WHYN-F	3. WMAS-F	3. WHYN	3. WTIC
4. WMAS-F	4. WAQY-F	4. WCCC-F	4. WMAS	4. WMAS-F	4. WMAS-F

OTHER RATED STATIONS/METRO SHARE

WACE	730	Chicopee	1.0
WARE	1250	Ware	.6
WHMP-F	99.3	Northampton	2.1
WIXY	1600	East Longmeadow	1.8
WLDM	1570	Westfield	.8
WREB	930	Holyoke	2.5
WSPR	1270		2.9
WDRC	1360	Hartford	.3
WDRC-F	102.9	Hartford	1.0
WHCN-F	105.9	Hartford	1.8
WIOF-F	104.1	Waterbury	.7
WKSS-F	95.7	Hartford	1.0
WSRS-F	96.1	Worcester	.6
WTIC-F	96.5	Hartford	.8
WWYZ-F	92.5	Waterbury	1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	95 (1)	278 (9)	373 (10)	47.3
BTFL MUSIC		162 (4)	162 (4)	20.5
MOR/AC	98 (6)	18 (1)	116 (7)	14.7
BIG BAND/NOSTALGIA	91 (1)		91 (1)	11.5
NEWS/TALK	22 (1)		22 (1)	2.8
COUNTRY	16 (1)		16 (1)	2.0
RELIGION	9 (1)		9 (1)	1.1
			789 (25)	

RADIO STATIONS

WHMP, 1400, 1 KW/250 W , MOR ABC-I, $15.00 (Market 4)
WHYN, 560, 5 KW/1 KW (DA-2), CONTEMP/AC , $50.25 (Blair) Affiliated
WMAS, 1450, 1 KW/250 W , BIG BAND/NOST (Al Ham) MBS, $30.00 (Torbet)
WSPR, 1270, 5 KW/1 KW (DA-1), MOR ABC-E, $17.00 (Lotus)

WAQY-F, 102.1, 27 KW @ 650, ROCK ABC-C, $34.00 (Mc-Guild) Executive
WHYN-F, 93.1, 9 KW @ 970, BTFL MUS , $50.25 (Blair)
WMAS-F, 94.7, 50 KW @ 360, ROCK , $40.00 (Torbet)

TV STATIONS			
WHYN	Springfield	40	ABC, Gannett
WWLP	Springfield	22	NBC

NEWSPAPERS		
Springfield News	E	75,729, Newhouse
Springfield Union	M	72,195, Newhouse

SPRINGFIELD, MO

Market # 168
Revenue Rank # 105
Income Rank # 90
APR 16.4
SMSA Pop: 213,500
CSI: 1.4 Bil (# 174)

Revenue : $4,513,275
Income : $ 362,612
% Rev Gain: +11.9
Stations: 11/10
Diaries: 529/404:1
CSI HH: 17.4 M (# 310)

National Rev: $639,054
Nat Rev per Cap: $2.99
Tot Rev per Cap: $21.14
Tot Inc per Cap: $1.70
Profit Margin: 8.0%
Retail $: 1.1 Bil (# 152)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KWTO-F	66/23.0	22.4	20.6
2. KTTS-F	49/17.1	13.8	22.1
3. KTTS	29/10.1	9.3	10.7
KWTO	29/10.1	16.3	13.4
5. KTXR-F	28/ 9.8	11.8	11.1
6. KGBX	20/ 7.0	6.9	5.1
7. KBUG	17/ 5.9	2.4	2.8
KRFG-F	17/ 5.9	6.1	2.8
9. KICK	8/ 2.8	4.1	6.3
10. KWFC-F	6/ 2.1	1.2	1.6

12+ TSA 1/4	
1. KTTS-F	130
2. KWTO	129
KWTO-F	129
4. KTXR-F	53
5. KTTS	37
6. KWFC-F	28
7. KBUG	26
8. KGBX	21
9. KRFG-F	17
10. KICK	9

12+ TSA CUME/MSA CUME RAT	
1. KWTO	1890/28.5
2. KWTO-F	1349/41.1
3. KTTS-F	1311/28.4
4. KTXR-F	788/20.9
5. KTTS	644/24.7
6. KGBX	377/20.0
7. KICK	301/15.8
8. KWFC-F	256/11.3
9. KWFC-F	234/ 6.4
10. KRFG-F	175/ 9.3

12+ FM SHARE (METRO): 60.36% (166 of 275) (A/M 80: 57.38%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KTTS-F	1. KTTS-F	1. KTTS-F
	2. KRFG-F	2. KTTS-F	2. KWTO-F	2. KTXR-F	2. KWTO
	3. KGBX	3. KRFG-F	3. KWTO	3. KWTO	3. KWTO-F

OTHER RATED STATION/METRO SHARE

KLFJ	1550	2.1

FORMATS	AM	FM	TOTAL	%
COUNTRY	58 (2)	49 (1)	107 (3)	38.9
ROCK/AOR/CONTEMP		83 (2)	83 (2)	30.2
BTFL MUSIC		28 (1)	28 (1)	10.2
MOR/AC	28 (2)		28 (2)	10.2
BIG BAND	17 (1)		17 (1)	6.2
RELIGION	6 (1)	6 (1)	12 (2)	4.4
			275 (11)	

RADIO STATIONS

KBUG, 1060, 500 W (DAYS), BIG BAND/NOST (Al Ham)	MBS, $10.00	(Bunchez)	
KGBX, 1260, 5 KW (DA-N) , AC/CONTEMP	CBS, $ 8.75	(Katz)	Stauffer
KICK, 1340, 1 KW/250 W , AC	, $ 9.50	(Masla)	
KTTS, 1400, 1 KW/250 W , COUNTRY	ABC-E, $35.78	(Torbet)	Great Empire
KWTO, 560, 5 KW (DA-N) , COUNTRY	ABC-I, $33.50	(Eastman)	Stuart
KTTS-F, 94.7, 100 KW @ 659, COUNTRY	ABC-E, $35.78	(Torbet)	Great Empire
KTXR-F, 101.5, 100 KW @ 1150, BTFL MUS (Bonne)	NBC, $16.00	(PRO)	
KWFC-F, 97.3, 100 KW @ 480, RELIGION	, $ 6.00	(----)	
KWTO-F, 98.7, 100 KW @ 291, ROCK (TM)	, $33.50	(Eastman)	Stuart
KRFG-F, 93.5, 2.4 KW @ 330, AOR	Source, $ 8.00	(----)	(GREENFIELD)

TV STATIONS

KMTC	Springfield	27	ABC
KOLR	Springfield	10	CBS
KYTV	Springfield	3	NBC, Harte-Hanks

NEWSPAPERS

Springfield News	M	37,373, Gannett
Springfield Leader & Press	E	38,388, Gannett

STEUBENVILLE

Market # 199
Revenue Rank # 226
Income Rank # 127
APR 14.2
SMSA Pop: 163,800
CSI: 1.2 Bil (# 184)

Revenue : $1,344,552
Income : $ 187,797
% Rev Gain: +12.0
Stations: 24/4
Diaries: 488/336:1
CSI HH: 21.1 M (# 164)

National Rev: $335,711
Nat Rev per Cap: $2.05
Tot Rev per Cap: $8.21
Tot Inc per Cap: $1.15
Profit Margin: 14.0%
Retail $: .6 Bil (# 226)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WRKY-F	26/13.5	13.0	8.9
2. WWVA	23/12.0	13.0	17.2
3. KDKA	20/10.4	7.3	6.9
4. WSTV	19/ 9.9	11.4	13.3
5. WDVE-F	13/ 6.8	3.1	5.4
6. WEIR	11/ 5.7	8.8	8.4
7. WAMO-F	8/ 4.2	2.1	2.5
WSHH-F	8/ 4.2	4.7	2.5
9. WANJ-F	7/ 3.6	2.1	3.0
10. WOMP-F	6/ 3.1	1.6	.5

THIS MARKET'S METRO AND TSA ARE THE SAME.

12+ CUME/METRO CUME RAT	
1. WRKY-F	486/36.0
2. WSTV	345/25.6
3. WWVA	343/25.4
4. WEIR	298/22.1
5. KDKA	289/21.4
6. WDVE-F	216/16.0
7. WOMP-F	165/12.2
8. WKWK-F	163/12.1
9. WSHH-F	153/11.3
10. WELA-F	123/ 9.1

12+ FM SHARE (METRO): 55.00% (99 of 180) (A/M 80: 50.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WWVA	1. WWVA
2. WDVE-F	2. WDVE-F	2. WWVA	2. WWVA	2. WSTV	2. WSTV-F
WOMP-F		3. WDVE-F	3. WSTV	3. KDKA	KDKA

OTHER RATED STATIONS/METRO SHARE

WLIT	950		1.0
WELA-F	104.3	E. Liverpool	2.6
WJOI-F	93.7	Pittsburgh	.5
WKWK	1400	Wheeling	1.0
WKWK-F	97.3	Wheeling	2.6
WNEU	1600	Wheeling	1.0
WOHI	1490	E. Liverpool	1.0
WOMP	1290	Bellaire	.5
WPIT-F	101.5	Pittsburgh	.5
WWKS-F	106.7	Beaver Falls	1.6
WWSW-F	94.5	Pittsburgh	2.6
WWWE	1100	Cleveland	.5
WXKX-F	96.1	Pittsburgh	2.1

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		63 (8)	63 (8)	35.0
MOR/AC	57 (7)		57 (7)	31.7
COUNTRY	25 (2)	5 (1)	30 (3)	16.7
BTFL MUSIC		21 (3)	21 (3)	11.7
BLACK		8 (1)	8 (1)	4.4
NEWS/TALK	1 (1)		1 (1)	.6
RELIGION		1 (1)	1 (1)	.6
			180 (24)	

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2), AC	CBS, $13.50	(Masla)	Gilcom
WSTV, 1340, 1 KW/250 W , MOR	, $30.40	(Mc-Guild)	Associated
WRKY-F, 103.5, 12 KW @ 880, ROCK (TM)	RKO, $30.40	(Mc-Guild)	Associated
WELA-F, 104.3, 50 KW @ 335, COUNTRY	, $ 7.50	(----)	(EAST LIVERPOOL)

FOR OTHER STATIONS SEE WHEELING AND PITTSBURGH

FOR TV STATIONS SEE WHEELING

NEWSPAPERS

Steubenville Herald-Star	E	21,857, Thomson
Weirton Times	E	8,224, Thomson

STOCKTON

Market # 113
Revenue Rank # 155
Income Rank # 70
APR 14.9
SMSA Pop: 331,600
CSI: 2.5 Bil (# 117)

Revenue : $2,712,876
Income : $ 567,061
% Rev Gain: +41.8
Stations: 25/8
Diaries: 649/511:1
CSI HH: 21.8 M (# 129)

National Rev: $549,819
Nat Rev per Cap: $1.74
Tot Rev per Cap: $8.58
Tot Inc per Cap: $1.79
Profit Margin: 20.9%
Retail $: 1.5 Bil (# 116)

12+ METRO	1/4/SHARE	FAL 80	A/M 80	A/M 79
1. KRAK	53/12.2	9.9	13.6	10.4
2. KJAX-F	37/ 8.5	10.7	9.6	12.3
3. KSTN-F	36/ 8.3	6.0	3.2	2.8
4. KHOP-F	33/ 7.6	8.1	8.2	4.5
5. KCBS	22/ 5.1	5.5	5.9	8.1
6. KJOY	20/ 4.6	8.6	6.6	7.8
KNBR	20/ 4.6	7.0	7.2	5.6
8. KSTN	18/ 4.2	2.9	5.3	5.3
9. KWIN-F	17/ 3.9	2.6	2.4	5.6
KZAP-F	17/ 3.9	2.6	1.3	---

NOTE: THE STOCKTON TSA AND MSA ARE THE SAME.

12+ CUME/CUME RATING	
1. KRAK	606/20.8
2. KHOP-F	546/18.7
3. KJOY	508/17.4
4. KSTN	440/15.1
KJAX-F	440/15.1
6. KWIN-F	377/12.9
7. KNBR	359/12.3
8. KCBS	355/12.2
9. KFRC	338/11.6
10. KZAP-F	228/ 7.8

12+ FM SHARE (MSA/TSA): 53.39% (205 of 384) (A/M 80: 40.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSTN-F	1. KHOP-F	1. KRAK	1. KRAK	1. KRAK	1. KRAK
KHOP-F	2. KSTN-F	2. KHOP-F	2. KNBR	2. KJAX-F	2. KJAX-F
3. KJOY	3. KZAP-F	3. KSTN-F	3. KSTN-F	3. KCBS	3. KCBS

OTHER RATED STATIONS/METRO SHARE

KFMR-F	100.1		2.8
KQKK-F	96.7	Manteca	2.5
KWG	1230		1.6
KWGF-F	100.9	Tracy	3.0
KEWT-F	105.1	Sacramento	1.2
KFBK	1530	Sacramento	.9
KOSO-F	93.1	Patterson	3.0
KSFM-F	102.5	Sacramento	.5
KTAB	860	Modesto	.7
KWOD-F	106.5	Sacramento	.7
KFRC	610	San Francisco	2.8
KGO	810	San Francisco	3.5
KKIS	990	Pittsburg	.7
KSFO	560	San Francisco	.5
KSOL-F	107.7	San Francisco	1.4

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	50 (3)	98 (7)	148 (10)	38.5
COUNTRY	63 (3)	23 (2)	86 (5)	22.4
BTFL MUSIC		42 (2)	42 (2)	10.9
NEWS/TALK	41 (3)		41 (3)	10.7
MOR/AC	22 (2)		22 (2)	5.7
SPANISH		36 (1)	36 (1)	9.4
BLACK		6 (1)	6 (1)	1.6
UNKNOWN	3 (1)		3 (1)	0.8
			384 (25)	

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N) , ROCK ABC-E, $45.00 (Mc-Guild)
KSTN, 1430, 5 KW/1 KW (DA-2), CONTEMP ABC-C, $16.50 (Howard)

KJAX-F, 99.3, 3 KW @ 331, BTFL MUS (TM) , $45.00 (Mc-Guild)
KSTN-F, 107.3, 8 KW @ 1610, SPANISH , $10.00 (Howard)
KWIN-F, 97.7, 3 KW @ 300, CONTEMP/AC , $22.00 (HR/Stone) Golden Pacific

KOSO-F, KHOP-F - See Modesto Other Stations - See Sacramento & Stockton

ADI, NEWSPAPERS AND TV SEE SACRAMENTO

SYRACUSE

Market # 62
Revenue Rank # 67
Income Rank # 222
APR 16.1
SMSA Pop: 651,200
CSI: 5.0 Bil (# 64)

Revenue : $7,018,153
Income : $ -213,650
% Rev Gain: +8.0
Stations: 21/20
Diaries: 932/699:1
CSI HH: 22.2 M (# 65)

National Rev: $1,565,324
Nat Rev per Cap: $2.40
Tot Rev per Cap: $10.75
Tot Inc per Cap: $-.33
Profit Margin: ---
Retail $: 2.7 Bil (# 65)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WSYR	124/14.6	14.7	15.5	18.0	14.1
2. WSYR-F	103/12.1	9.6	8.7	3.3	4.0
3. WHEN	86/10.1	11.3	10.3	7.7	13.8
4. WSEN-F+	68/ 8.0	9.3	6.4	5.6	6.1
5. WFBL	67/ 7.9	2.3	3.8	6.1	3.9
6. WAQX-F	54/ 6.4	5.7	5.4	6.8	5.2
7. WNDR	47/ 5.5	5.1	5.0	7.1	5.2
8. WKFM-F	38/ 4.5	4.7	4.8	4.8	5.4
9. WNTQ-F	32/ 3.8	5.4	6.7	6.8	7.4
10. WEZG-F	31/ 3.7	6.2	5.5	6.1	6.5

12+ TSA 1/4	
1. WSYR-F	168
2. WSYR	145
3. WHEN	118
4. WSEN-F+	82
5. WFBL	70
6. WAQX-F	55
7. WNTQ-F	48
WNDR	48
9. WKFM-F	45
10. WNOZ-F	39

12+ TSA CUME/MSA CUME RAT	
1. WHEN	2284/30.2
2. WSYR-F	2237/27.6
3. WSYR	2065/32.9
4. WFBL	1045/17.9
5. WSEN-F+	984/15.3
6. WKFM-F	926/13.7
7. WAQX-F	841/15.2
8. WNDR	834/15.2
9. WOLF	724/13.7
10. WNTQ-F	671/ 9.0

12+ FM SHARE (METRO): 48.79% (382 of 783) (A/M 80: 48.28%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSYR-F	1. WSYR-F	1. WSYR-F	1. WHEN	1. WSYR	1. WSYR
2. WAQX-F	2. WHEN	2. WHEN	2. WSEN-F+	2. WFBL	2. WHEN
3. WHEN	3. WAQX-F	3. WSEN-F+	3. WSYR	3. WSEN-F+	3. WSYR-F
4. WKFM-F	4. WKFM-F	4. WAQX-F	4. WNDR	4. WHEN	4. WSEN-F+

OTHER RATED STATIONS/METRO SHARE

WMCR+	1600	Oneida	.7
WMHR-F	102.9		1.1
WOLF	1490		2.9
WONO-F	107.9		.8
WOSC	1300	Fulton	.4
WSCP	1070	Sandy Creek	.9
WSGO+	1440	Oswego	1.9
WSOQ.	1220		.8
WYRD	1540		.4
WIBQ-F	98.7	Utica	.4
WKGW-F	104.3	Utica	2.4
WNOZ-F	99.9	Cortland	.5
WOUR-F	96.9	Utica	1.7
WRCK-F	107.3	Utica	.9

FORMATS	AM	FM	TOTAL	%
MOR/AC	269 (5)	7 (1)	276 (6)	35.2
ROCK/AOR/CONTEMP	25 (1)	241 (7)	266 (8)	34.0
BTFL MUSIC	7 (1)	73 (4)	80 (5)	10.2
COUNTRY	25 (2)	51 (1)	76 (3)	9.7
BIG BAND	67 (1)		67 (1)	8.6
RELIGION	3 (1)	9 (1)	12 (2)	1.5
UNKNOWN	5 (1)	1 (1)	6 (2)	0.8
			783 (27)	

RADIO STATIONS

WFBL, 1380, 5 KW (DA-N) , BIG BAND/NOST (Al Ham) ABC-C, $29.50 (Howard) McMillan Oil
WHEN, 620, 5 KW/1 KW (DA-N), AC ABC-E, $65.00 (Katz) Park
WNDR, 1260, 5 KW (DA-N) , OLDIES/AC , $52.75 (Mc-Guild) Mc-Guild
WOLF, 1490, 1 KW/250 W , ROCK RKO, $30.00 (Torbet)
WSYR, 570, 5 KW (DA-2) , MOR NBC, $60.00 (MMR) Newhouse

WAQX-F, 95.3, 3 KW @ 300, AOR ABC-F, $34.50 (Masla)
WKFM-F, 104.7, 50 KW @ 310, ROCK (TM) , $21.50 (Selcom)
WNTQ-F, 93.1, 100 KW @ 660, BTFL MUS (Bonne) , $52.75 (Mc-Guild) Mc-Guild
WSEN-F+, 92.1, 3 KW @ 300, COUNTRY ABC-I, $35.00 (Buckley) Buckley
WEZG-F, 100.9, 3 KW @ 165, BTFL MUS (Schulke) , $24.00 (Christal)
WSYR-F, 94.5, 100 KW @ 650, AOR (Burk-Abr) Source, $35.00 (MMR) Newhouse
WNOZ-F, 99.9, 20 KW @ 730, ROCK (TM) , $ 9.00 (Market 4) (CORTLAND)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

TALLAHASSEE

Market # 201
Revenue Rank # 183
Income Rank # 241
APR 15.5
SMSA Pop: 163,200
CSI: 1.1 Bil (# 201)

Revenue : $2,179,840
Income : $ -436,253
% Rev Gain: +37.8
Stations: 11/9
Diaries: 463/352:1
CSI HH: 19.4 M (# 242)

National Rev: $572,034
Nat Rev per Cap: $3.51
Tot Rev per Cap: $13.36
Tot Inc per Cap: $-2.67
Profit Margin: ---
Retail $: .8 Bil (# 186)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WGLF-F	34/16.5	14.0	10.5
WANM	34/16.5	20.5	14.6
3. WOWD-F	33/16.0	7.0	8.2
4. WTNT	20/ 9.7	8.2	8.2
5. WPAP-F	17/ 8.3	5.3	2.9
6. WBGM-F	16/ 7.8	17.5	25.1
7. WLVW-F	14/ 6.8	11.7	13.5
8. WTAL	9/ 4.4	4.1	4.1
9. WKQE	3/ 1.5	.6	.6
10. WJAD-F	2/ 1.0	.6	---

12+ TSA 1/4	
1. WGLF-F	49
2. WPAP-F	43
3. WANM	42
4. WOWD-F	35
5. WBGM-F	31
6. WTNT	20
7. WLVW-F	18
8. WJAD-F	15
9. WTAL	9
10. WKQE	3

12+ TSA CUME/MSA CUME RAT	
1. WGLF-F	737/32.3
2. WBGM-F	663/28.6
3. WPAP-F	420/15.8
4. WOWD-F	342/22.3
5. WTNT	320/21.1
6. WANM	318/17.6
7. WJAD-F	309/ 5.3
8. WLVW-F	190/12.8
9. WTAL	142/ 9.1
10. WKQE	63/ 4.8

12+ FM SHARE (METRO): 63.04% (116 of 184) (A/M 80: 62.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WANM	1. WOWD-F	1. WOWD-F	1. WANM	1. WPAP-F	1. WGLF-F
2. WGLF-F	2. WGLF-F	WGLF-F	2. WGLF-F	WTNT	2. WPAP-F
3. WOWD-F	3. WANM	3. WANM	WTNT	3. WLVW-F	3. WBGM-F+

OTHER RATED STATIONS/METRO SHARE

WCVC	1330	1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		85 (4)	85 (4)	46.2
COUNTRY	20 (1)	17 (1)	37 (2)	20.1
BLACK	34 (1)		34 (1)	18.5
BTFL MUSIC		14 (1)	14 (1)	7.6
BIG BAND	9 (1)		9 (1)	4.9
MOR/AC	3 (1)		3 (1)	1.6
RELIGION	2 (1)		2 (1)	1.1
			184 (11)	

RADIO STATIONS

WANM, 1070, 10 KW (DAYS), BLACK	NBN, $15.50	(HR/Stone)	
WTNT, 1270, 5 KW (DA-N), COUNTRY (Century 21)	CBS, $13.25	(Katz)	Ingstad
WTAL, 1450, 1 KW/250 W , BIG BAND/NOST (Al Ham)	ABC-E, $ 8.00	(Bolton)	
WKQE, 1410, 5 KW (DAYS), AC	NBC, $ 8.50	(Selcom)	Forward
WGLF-F, 104.1, 100 KW @ 440, CONTEMP	ABC-F, $15.50	(HR/Stone)	
WBGM-F, 98.9, 100 KW @ 365, CONTEMP	ABC-C, $26.50	(Selcom)	Forward
WLVW-F, 94.9, 51 KW @ 210, BTFL MUS (TM)	CBS, $13.25	(Katz)	Ingstad
WOWD-F, 103.1, 3 KW @ 300, AOR	Source, $14.00	(Torbet)	
WJAD-F, 97.3, 100 KW @ 850, ROCK	MBS, $ 8.90	(Busby)	(BAINBRIDGE)
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, $11.50	(Savalli)	(PANAMA CITY)

TV STATIONS

WCTV	Thomasville, GA	6	CBS
WECA	Tallahassee	27	ABC

NEWSPAPER

Tallahassee Democrat	M	49,734, Knight-Ridder

TAMPA

Market # 23; ADI # 18
Revenue Rank # 30
Income Rank # 67
APR 18.4
SMSA Pop: 1,604,500
CSI: 11.4 Bil (# 28)

Revenue : $15,618,927
Income : $ 606,900
% Rev Gain: +12.8
Stations: 26/27
Diaries: 1372/1169:1
CSI HH: 16.6 M (# 323)

National Rev: $4,402,038
Nat Rev per Cap: $3.06
Tot Rev per Cap: $10.85
Tot Inc per Cap: $ .39
Profit Margin: 3.6%
Retail $: 7.3 Bil (# 24)

12+ METRO	1/4/SHARE	WIN 81	O/N 80	A/M 80
1. WWBA-F	265/10.5	9.6	10.6	10.8
2. WQYK-F	234/ 9.3	8.1	9.7	6.2
3. WRBQ-F	223/ 8.8	6.1	5.5	6.5
4. WJYW-F	196/ 7.8	9.1	7.3	7.4
5. WQXM-F	174/ 6.9	5.9	4.6	6.8
6. WSUN	173/ 6.9	6.3	6.5	6.8
7. WCKX-F	151/ 6.0	8.2	5.9	5.8
8. WFLA-F	128/ 5.1	5.0	6.0	6.2
9. WFLA	103/ 4.1	5.5	5.7	5.4
10. WYNF-F	90/ 3.6	3.7	3.9	2.4
11. WTMP	83/ 3.3	2.0	2.1	2.3
12. WPLP	70/ 2.8	3.3	2.7	3.5
13. WTAN	61/ 2.4	1.3	1.6	.7
14. WDAE	59/ 2.3	2.8	4.1	3.7
15. WLCY	57/ 2.3	2.1	2.7	3.1

12+ TSA 1/4	
1. WRBQ-F	301
2. WWBA-F	300
3. WQYK-F	266
4. WSUN	239
5. WJYW-F	229
6. WQXM-F	213
7. WFLA-F	194
8. WCKX-F	165
9. WYNF-F	154
10. WFLA	121
11. WTMP	120
12. WDUV-F	94
13. WPLP	87
14. WLCY	69
15. WSRZ-F	65

12+ TSA CUME/MSA CUME RAT	
1. WRBQ-F	3512/17.8
2. WSUN	3260/16.8
3. WWBA-F	2937/18.6
4. WQYK-F	2706/15.7
5. WJYW-F	2696/16.1
6. WFLA-F	2596/12.3
7. WFLA	2407/14.5
8. WQXM-F	2272/12.9
9. WCKX-F	2114/12.7
10. WYNF-F	2080/ 8.8
11. WLCY	1525/ 8.9
12. WDAE	1176/ 8.2
13. WDUV-F	1173/ 2.7
14. WPLP	1106/ 6.7
15. WSRZ-F	1100/ 5.8

12+ FM SHARE (METRO): 66.40% (1557 of 2345) (A/M 80: 61.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXM-F	1. WRBQ-F	1. WRBQ-F	1. WQYK-F	1. WQYK-F	1. WSUN
2. WRBQ-F	2. WQXM-F	2. WQYK-F	2. WRBQ-F	2. WWBA-F	2. WRBQ-F
3. WCKX-F	3. WCKX-F	3. WQXM-F	3. WJYW-F	3. WJYW-F	3. WQYK-F
4. WTMP	4. WYNF-F	4. WCKX-F	4. WCKX-F	4. WFLA-F	4. WWBA-F
5. WYNF-F	5. WQYK-F	5. WYNF-F	5. WTMP	5. WSUN	5. WFLA-F

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	103 (2)	606 (4)	709 (6)	30.2
ROCK/AOR/CONTEMP		689 (5)	689 (5)	29.4
COUNTRY	183 (2)	234 (1)	417 (3)	17.8
MOR/AC	229 (4)	14 (1)	243 (5)	10.4
BLACK/URBAN	120 (2)		120 (2)	5.1
NEWS/TALK	70 (1)		70 (1)	3.0
BIG BAND	30 (1)	14 (1)	44 (2)	1.9
SPANISH	41 (1)		41 (1)	1.7
RELIGION	12 (1)		12 (1)	0.5
			2345 (26)	

TAMPA-ST. PETE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WRBQ-F	1. WRBQ-F	1. WQYK-F
2. WWBA-F	2. WSUN	2. WWBA-F
3. WQYK-F	3. WWBA-F	3. WRBQ-F
4. WSUN	4. WQYK-F	4. WSUN
5. WJYW-F	5. WJYW-F	5. WQXM-F
6. WQXM-F	6. WFLA-F	6. WJYW-F
7. WFLA-F	7. WFLA	7. WFLA-F
8. WCKX-F	8. WQXM-F	8. WCKX-F
9. WYNF-F	9. WCKX-F	9. WPLP
10. WFLA	10. WYNF-F	10. WFLA
11. WTMP	11. WLCY	
12. WDUV-F	12. WDAE	
13. WPLP	13. WDUV-F	
14. WLCY	14. WPLP	
15. WSRZ-F	15. WSRZ-F	

OTHER RATED STATIONS/METRO SHARE			
WAZE	860	Clearwater	.4
WGUL	1500	New Port Rich	1.2
WHBS-F	106.5	Holiday	.6
WINQ	1010		.5
WPLA	910	Plant City	.4
WPSO-F	105.5	New Port Rich	.6
WRXB	1590		1.5
WWLF	680		1.7
WYOU	1550		1.6
WDUV-F	103.3	Bradenton	.7

ADI FM SHARE: 66.71% (2170 of 3253)

AM STATIONS

WDAE, 1250, 5 KW (DA-1) , AC/MOR ABC-I, $40.00 (Katz) Taft
WFLA, 970, 5 KW (DA-N) , MOR NBC, $57.19 (Blair) Media General
WLCY, 1380, 5 KW (DA-N) , AC/CONTEMP ABC-C, $45.00 (Eastman) Harte-Hanks
WPLP, 570, 500 W (DA-2) , NEWS MBS, $30.00 (RKO)

WSUN, 620, 5 KW (DA-N) , COUNTRY ABC-E, $65.00 (Mc-Guild) Plough
WTAN, 1340, 1 KW/250 W , BTFL MUS , $11.00 (----)
WTMP, 1150, 5 KW/2.5 KW (DA-2), BALCK , SBN, $37.00 (Howard) Gulf South

FM STATIONS

WCKX-F, 95.7, 100 KW @ 507, ROCK , $76.25 (Selcom) Metroplex
WFLA-F, 93.3, 100 KW @ 925, BTFL MUS (Schulke) , $57.19 (Blair) Media General
WJYW-F, 100.7, 100 KW @ 503, BTFL MUS (Bonne) , $55.00 (Christal) Gannett
WQXM-F, 97.9, 100 KW @ 639, AOR (Burk-Abr) Source, $64.80 (Mc-Guild) Plough

WQYK-F, 99.5, 100 KW @ 550, COUNTRY , $53.75 (Torbet) Lake Huron
WRBQ-F, 104.7, 100 KW @ 555, ROCK , $94.50 (Eastman) Harte-Hanks
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS , $90.00 (MMR)
WYNF-F, 94.9, 100 KW @ 1460, ROCK ABC-F, $45.00 (Katz) Taft

WSRZ, WDUV - See Sarasota

TV STATIONS

WFLA	Tampa	8	NBC, Media General
WTOG	Tampa	44	IND, Hubbard
WTSP	Largo	10	ABC, Rahall/Gulf
WTVT	Tampa	13	CBS, Gaylord
WXLT	Sarasota	40	ABC

NEWSPAPERS

St. Petersburg Times		(M-208,079), Independent	(E-39,752)
Sarasota Herald-Tribune		(M-73,952), Journal	(E-7,694)
Tampa Tribune		(M-39,622), Times	(E-24,120), Media General
Clearwater Sun	E	38,154	

TERRE HAUTE

Market # 190	Revenue : $2,235,880	National Rev: $365,391
Revenue Rank # 178	Income : $ -257,074	Nat Rev per Cap: $2.10
Income Rank # 228	% Rev Gain: +19.2	Tot Rev per Cap: $12.84
APR 16.8	Stations: 18/11	Tot Inc per Cap: $-1.48
SMSA Pop: 174,100	Diaries: 513/339:1	Profit Margin: ---
CSI: 1.2 Bil (# 187)	CSI HH: 18.1 M (# 290)	Retail $: .8 Bil (# 184)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WTHI-F	39/15.5	15.3	15.6
2. WVTS-F	33/13.1	10.0	6.6
3. WBDJ-F+	31/12.4	3.3	2.8
4. WPFR-F	25/10.0	18.2	16.5
5. WTHI	24/ 9.6	18.7	17.0
WBOQ-F	24/ 9.6	4.3	2.4
7. WBOW	17/ 6.8	12.9	14.6
8. WAAC	7/ 2.8	2.9	2.4
9. WLS	5/ 2.0	1.4	2.4
10. WACF-F	4/ 1.6	1.0	3.8

12+ TSA 1/4	
1. WVTS-F	57
2. WTHI-F	53
3. WPFR-F	37
4. WBDJ-F+	33
5. WBOQ-F	32
6. WTHI	26
7. WPRS	20
8. WACF-F	19
9. WBOW	17
10. WMAQ	14

12+ TSA CUME/MSA CUME RAT	
1. WVTS-F	768/29.9
2. WTHI-F	672/31.0
3. WTHI	509/28.3
4. WPFR-F	472/21.8
5. WBOW	396/23.4
6. WBDJ-F+	393/23.1
7. WBOQ-F	360/17.5
8. WACF-F	223/ 6.5
9. WLS	209/ 6.8
10. WIBC	179/ 4.2

12+ FM SHARE (METRO): 70.67% (159 of 225) (A/M 80: 57.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBDJ-F+	1. WVTS-F	1. WVTS-F	1. WTHI-F	1. WTHI-F	1. WTHI-F
2. WVTS-F	2. WPFR-F	2. WPFR-F	2. WBOQ-F	2. WTHI	2. WVTS-F
3. WPFR-F	3. WBDJ-F+	3. WBDJ-F+	WTHI	3. WBOQ-F	3. WTHI

OTHER RATED STATIONS/METRO SHARE

WNDI	1550	Sullivan	.8	WIBC	1070	Indianapolis	.4
WWVR-F	105.5		1.2	WMAQ	670	Chicago	.8
WAXI-F	104.9	Rockville	.8	WPRS	1440	Paris, IL	1.2
				WBBM	780	Chicago	1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	7 (2)	87 (3)	94 (5)	41.8
COUNTRY	28 (3)	30 (3)	58 (6)	25.8
BTFL MUSIC		39 (1)	39 (1)	17.3
MOR/AC	28 (4)		28 (4)	12.4
RELIGION		3 (1)	3 (1)	1.3
NEWS/TALK	3 (1)		3 (1)	1.3
			225 (18)	

RADIO STATIONS

WAAC, 1300, 500 W (DAYS) , VARIETY	CBS, $14.00	(----)	
WBOW, 1230, 1 KW/250 W , AC/CONTEMP	ABC-C, $18.50	(Mc-Guild)	Quincy Newsp
WTHI, 1480, 5 KW/1 KW (DA-2), COUNTRY	NBC, $28.75	(Katz)	
WPRS, 1440, 1 KW (DAYS) , MOR	ABC-E, $ 8.00	(----)	(PARIS)
WBOQ-F, 107.5, 46 KW @ 268, COUNTRY (Drake-Chen)	ABC-E, $18.50	(Mc-Guild)	Quincy Newsp
WPFR-F, 102.7, 50 KW @ 500, AOR	ABC-F, $28.00	(Selcom)	
WTHI-F, 99.9, 20 KW @ 419, BTFL MUS (FM-100)	NBC, $24.75	(Katz)	
WVTS-F, 100.7, 50 KW @ 500, ROCK	ABC-I, $16.00	(Lotus)	
WBDJ-F+, 97.7, 3 KW @ 300, ROCK	RKO, $ 9.25	(Masla)	(BRAZIL)
WACF-F, 98.5, 50 KW @ 500, COUNTRY	ABC-E, $ 8.00	(----)	(PARIS,IL)

WIBC - See Indianapolis

WLS,WMAQ - See Los Angeles

TV STATIONS

WBAK	Terre Haute	38	ABC, Bahakel
WTHI	Terre Haute	10	CBS, Tony Hulman Family
WTWO	Terre Haute	2	NBC, Malcolm Glazer

NEWSPAPERS

Terre Haute Star	M	24,242
Terre Haute Tribune	E	21,317

TOLEDO

Market # 54
Revenue Rank # 52
Income Rank # 55
APR 16.2
SMSA Pop: 783,700
CSI: 6.7 Bil (# 46)

Revenue : $8,893,299
Income : $ 715,762
% Rev Gain: -1.6
Stations: 22/15
Diaries: 1125/697:1
CSI HH: 23.6 M (# 53)

National Rev: $1,711,527
Nat Rev per Cap: $2.19
Tot Rev per Cap: $11.38
Tot Inc per Cap: $ .92
Profit Margin: 8.0%
Retail $: 3.4 Bil (# 53)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WIOT-F	149/14.2	14.9	15.1	19.7	16.6
2. WLQR-F	137/13.1	16.0	10.8	15.4	15.0
3. WMHE-F	115/11.0	8.6	8.6	7.4	3.4
4. WSPD	108/10.3	11.3	9.8	10.3	11.2
5. WTOD	88/ 8.4	6.9	9.2	9.0	5.9
6. WJR	87/ 8.3	5.7	5.9	5.6	6.7
7. WOHO	48/ 4.6	8.7	7.6	4.4	7.8
8. WKLR-F*	40/ 3.8	1.9	4.6	1.9	1.2
9. WCWA	34/ 3.2	2.2	1.3	4.3	3.7
10. CKLW	25/ 2.4	3.1	2.3	2.4	4.6

12+ TSA 1/4	
1. WIOT-F	198
2. WJR	157
3. WLQR-F	153
4. WMHE-F	145
5. WSPD	112
6. WTOD	94
7. CKLW	61
8. WOHO	51
9. WKLR-F*	40
10. WCWA	35

12+ TSA CUME/MSA CUME RAT	
1. WIOT-F	2334/25.1
2. WMHE-F	2119/24.6
3. WJR	1961/18.3
4. WSPD	1878/26.3
5. WLQR-F	1705/21.1
6. CKLW	1561/11.3
7. WOHO	1217/17.2
8. WTOD	957/13.2
9. WCWA	751/10.8
10. WXEZ-F	653/ 9.3

12+ FM SHARE (METRO): 55.49% (527 of 942) (A/M 80: 57.02%)

*Station determined by Arbitron to have run on-air survey announcements

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WLQR-F	1. WLQR-F	1. WJR
2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WTOD	2. WSPD
		3. WLQR-F	3. WTOD	3. WSPD	3. WIOT-F
		4. WTOD	4. WSPD	4. WJR	4. WLQR-F
		5. WSPD	5. WJR		5. WMHE-F

OTHER RATED STATIONS/METRO SHARE

WHND	560	Monroe, MI	.6
WOSE-F	94.5	Port Clinton	.9
WVMO-F	98.3	Monroe, MI	.6
WXEZ-F	105.5		1.7
WCXI	1130	Detroit	1.0
WFOB+	1430	Fostoria	.4
WLLZ-F	98.7	Detroit	2.0
WMJC-F	94.7	Detroit	.6
WRIF-F	101.1	Detroit	.7
WWJ	950	Detroit	.5
WWWW-F	106.7	Detroit	1.7

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	310 (5)	335 (6)	35.6
MOR/AC	286 (6)	7 (2)	293 (8)	31.1
BTFL MUSIC		137 (1)	137 (1)	14.5
COUNTRY	99 (2)	27 (2)	126 (4)	4.2
UNKNOWN		6 (1)	6 (1)	0.6
NEWS/TALK	5 (1)		5 (1)	0.5
			942 (22)	

RADIO STATIONS

WCWA, 1230, 1 KW/250 W , OLDIES/AC	MBS, $30.00	(Mc-Guild)	Reams
WOHO, 1470, 1 KW (DA-2) , AC/CONTEMP	ABC-E, $38.43	(Blair)	
WSPD, 1370, 5 KW (DA-N) , MOR	NBC, $36.75	(Katz)	WOOD Inc
WTOD, 1560, 5 KW (DAYS,DA), COUNTRY	ABC-I, $26.00	(Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655, AOR (Burk-Abr)	, $67.50	(Mc-Guild)	Reams
WLQR-F, 101.5, 16 KW @ 810, BTFL MUSIC	, $87.50	(Torbet)	Susquehanna
WMHE-F, 92.5, 50 KW @ 480, CONTEMP	ABC-F, $30.00	(Christal)	
WKLR-F, 99.9, 9 KW @ 160, BLACK	SBN, $19.50	(Masla)	Booth

OTHER STATIONS - See Detroit

TV STATIONS			
WDHO	Toledo	24	ABC
WTVG	Toledo	13	NBC, Storer
WTOL	Toledo	11	CBS, Cosmos

NEWSPAPER Toledo Blade E 167,590, Block

TOPEKA

Market # 177
Revenue Rank # 121
Income Rank # 160
APR 15.6
SMSA Pop: 189,700
CSI: 1.5 Bil (# 167)

Revenue : $3,763,257
Income : $ 67,162
% Rev Gain: +7.9
Stations: 14/8
Diaries: 580/327:1
CSI HH: 22.4 M (# 99)

National Rev: $808,647
Nat Rev per Cap: $4.26
Tot Rev per Cap: $19.84
Tot Inc per Cap: $ .35
Profit Margin: 1.8%
Retail $: .8 Bil (# 189)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KTPK-F	39/16.3	13.6	10.5
2. KDVV-F	32/13.3	12.7	13.1
3. KSWT-F	28/11.7	13.6	12.2
4. KSKX	22/ 9.2	7.0	9.6
WIBW	22/ 9.2	9.2	16.6
6. WIBW-F	17/ 7.1	3.1	6.1
7. KTOP	15/ 6.3	10.1	3.9
8. WREN	14/ 5.8	7.9	7.4
9. WDAF	11/ 4.6	5.7	4.8
10. KYYS-F	10/ 4.2	6.6	7.0

12+ TSA 1/4	
1. WDAF	109
2. WIBW-F	76
3. WIBW	69
4. KTPK-F	52
5. KYYS-F	50
6. KSWT-F	38
7. KDVV-F	37
8. KSKX	26
9. WHB	16
10. WREN	15

12+ TSA CUME/MSA CUME RAT	
1. WDAF	1291/14.0
2. WIBW	1137/23.8
3. WIBW-F	988/18.8
4. KYYS-F	655/13.3
5. KTPK-F	604/22.9
6. KDVV-F	575/30.1
7. KSWT-F	498/20.1
8. KSKX	385/22.7
9. WHB	382/ 3.2
10. WREN	379/22.2

12+ FM SHARE (METRO): 59.09% (130 of 220) (A/M 80: 56.87%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDVV-F	1. KDVV-F	1. KTPK-F	1. KTPK-F	1. KTPK	1. WDAF
2. WIBW-F	2. KTOP	2. KDVV-F	2. KSKX	2. KSWT-F	2. WIBW
3. KYYS-F	3. KTPK-F	3. KSKX	3. KSWT-F	3. WREN	3. KTPK-F

OTHER RATED STATIONS/METRO SHARE

KCMO	810	Kansas City	1.7	KMBZ	980	Kansas City	.4
KLZR-F	105.9	Lawrence	1.7	WHB	710	Kansas City	.4

FORMATS	AM	FM	TOTAL	%
COUNTRY	33 (2)	39 (1)	72 (3)	32.7
ROCK/AOR/CONTEMP	1 (1)	63 (4)	64 (5)	29.1
MOR/AC/OLDIES	52 (4)		52 (4)	23.8
BTFL MUSIC		28 (1)	28 (1)	12.7
NEWS/TALK	4 (1)		4 (1)	1.8
			220 (14)	

RADIO STATIONS

KSKX, 1440, 5 KW/1 KW (DA-2), COUNTRY	NBC, $13.91	(Torbet)	
KTOP, 1490, 1 KW, OLDIES	MBS, $14.50	(Blair)	Harris
WIBW, 580, 5 KW (DA-N), MOR	CBS,MBS, $28.75	(Katz)	Stauffer
WREN, 1250, 5 KW (DA-N), MOR	ABC-I, $14.50	(PRO)	Landon
KDVV-F, 100.3, 100 KW @ 260, ROCK	, $21.00	(Blair)	Harris
KSWT-F, 107.7, 100 KW @ 464, BTFL MUS (Schulke)	, $13.38	(Torbet)	
KTPK-F, 106.9, 100 KW @ 433, COUNTRY (Drake-Chen)	, $12.56	(Howard)	
WIBW-F, 97.3, 100 KW @ 1217, ROCK (TM)	Source, $21.00	(Katz)	Stauffer

TV STATIONS

KTSB	Topeka	27	NBC,ABC, Motorcar Transport Co.
WIBW	Topeka	13	CBS,ABC, Stauffer

NEWSPAPERS

Topeka Capital-Journal AD 83,914, Stauffer

TUCSON

Market # 75
Revenue Rank # 71
Income Rank # 100
APR 15.1
SMSA Pop: 542,600
CSI: 4.0 Bil (# 81)

Revenue : $6,616,597
Income : $ 290,013
% Rev Gain: +30.1
Stations: 17/15
Diaries: 777/698:1
CSI HH: 20.0 M (# 217)

National Rev: $2,576,780
Nat Rev per Cap: $5.42
Tot Rev per Cap: $13.91
Tot Inc per Cap: $ .61
Profit Margin: 4.4%
Retail $: 2.4 Bil (# 76)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KJYK-F	85/12.7	11.7	8.3	9.1	6.2
2. KCUB	71/10.6	11.7	13.6	9.5	7.2
3. KLPX-F	57/ 8.5	5.1	5.5	6.3	5.7
4. KRQQ-F	55/ 8.2	7.0	8.2	5.7	8.1
5. KAIR	54/ 8.0	6.3	6.5	9.8	6.2
6. KHYT	40/ 6.0	7.0	6.0	5.1	8.1
7. KCEE	36/ 5.4	9.2	2.3	5.4	4.5
KWFM-F	36/ 5.4	8.5	9.4	9.0	12.1
9. KNDE-F	32/ 4.8	---	---	---	---
10. KTUC	28/ 4.2	5.2	4.5	4.1	5.6

12+ TSA 1/4	
1. KJYK-F	93
2. KCUB	72
3. KRQQ-F	58
KLPX-F	58
5. KAIR	54
6. KWFM-F	49
7. KCEE	41
8. KHYT	40
9. KTKT	36
10. KNDE-F	32

12+ TSA CUME/MSA CUME RAT	
1. KTKT	990/17.6
2. KJYK-F	888/17.8
3. KCUB	859/18.6
4. KRQQ-F	768/16.4
5. KAIR	765/16.9
6. KLPX-F	659/14.5
7. KCEE	655/12.6
8. KTUC	638/13.9
9. KNDE-F	495/11.1
10. KWFM-F	466/ 9.5

12+ FM SHARE (METRO): 44.31% (265 of 598) (A/M 80: 35.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHYT	1. KRQQ-F	1. KRQQ-F	1. KCUB	1. KCUB	1. KCUB
2. KLPX-F	2. KLPX-F	2. KLPX-F	2. KJYK-F	KJYK-F	2. KJYK-F
3. KTKT	3. KWFM-F	3. KCUB	3. KCEE	3. KAIR	3. KAIR
4. KRQQ-F	4. KCEE	4. KWFM-F	4. KAIR	4. KCEE	4. KRQQ-F

OTHER RATED STATIONS/METRO SHARE

KEVT	690	3.7	KFLT	1450	1.8	KIKX	580	.9
KMGX	940	3.0	KTKT	990	3.9	KXEW	1600	1.8
KNIX	1580	Phoenix .4						

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	78 (3)	148 (3)	226 (6)	37.8
BTFL MUSIC	54 (1)	85 (1)	139 (2)	23.2
COUNTRY	80 (3)	32 (1)	112 (4)	18.7
MOR/AC	56 (2)		56 (2)	9.4
SPANISH	37 (2)		37 (2)	6.2
NEWS/TALK	28 (1)		28 (1)	4.7
			598 (17)	

RADIO STATIONS

KAIR, 1490, 1 KW/250 W , BTFL MUSIC (Bonne) , $32.80 (Blair)
KCEE, 790, 5 KW/500 W (DA-2), AC/OLDIES MBS, $27.88 (Christal) Behan
KCUB, 1290, 1 KW , COUNTRY , $25.63 (Eastman) Rex
KHYT, 1330, 500 W/5 KW (DA-N) , ROCK RKO, $30.00 (RKO)
KMGX, 940, 1 KW/250 W , AC ABC-I, $22.28 (Mc-Guild) Western Cities
KTKT, 990, 10 KW/1 KW (DA-N) , ROCK (Burk-Abr) , $25.75 (Lotus) Lotus
KTUC, 1400, 1 KW/250 W , NEWS CBS, $13.50 (Howard) 2588 Newport

KJYK-F, 94.9, 80 KW @ 500, BTFL MUS (Schulke) , $32.80 (Blair)
KLPX-F, 96.1, 93 KW @ 505, AOR (Burk-Abr) Source, $19.00 (Lotus) Lotus
KRQQ-F, 93.7, 26 KW @ 150, ROCK ABC-C, $26.33 (Mc-Guild) Western Cities
KNDE-F, 99.9, 30 KW @ 73, COUNTRY (Musicworks) , $17.00 (Howard) 2588 Newport
KWFM-F, 92.9, 47 KW @ 86, AOR ABC-F, $31.50 (Masla) Sandusky Newsp

TV STATIONS

KGUN	Tucson	9	ABC, May	KVOA	Tucson	4	NBC, Donrey
KOLD	Tucson	13	CBS, Det News	KZAZ	Tucson	11	IND

NEWSPAPERS

Tucson Star	M	74,284, Pulitzer
Tucson Citizen	E	67,337, Gannett

TULSA

Market # 59
Revenue Rank # 50
Income Rank # 80
APR 15.7
SMSA Pop: 663,000
CSI: 5.4 Bil (# 55)

Revenue : $9,055,822
Income : $ 525,546
% Rev Gain: +13.5
Stations: 17/19
Diaries: 682/972:1
CSI HH: 21.4 M (# 144)

National Rev: $1,564,796
Nat Rev per Cap: $2.44
Tot Rev per Cap: $14.13
Tot Inc per Cap: $ .82
Profit Margin: 5.8%
Retail $: 2.9 Bil (# 59)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. KVOO	152/17.2	18.4	19.7	16.9	16.0
2. KRMG	142/16.0	20.3	16.7	20.0	18.3
3. KRAV-F	104/11.8	7.4	11.5	9.8	10.1
4. KBEZ-F	94/10.6	10.1	11.4	10.1	12.8
5. KMOD-F	76/ 8.6	13.3	12.1	10.1	4.7
6. KWEN-F	62/ 7.0	5.8	5.7	7.1	9.1
7. KTFX-F	41/ 4.6	4.7	3.2	4.5	3.7
8. KCFO-F	31/ 3.5	2.5	2.9	1.7	1.4
KMYO-F	31/ 3.5	1.3	.9	2.2	.3
10. KELI	26/ 2.9	3.4	5.3	4.9	6.8

12+ TSA 1/4	
1. KVOO	286
2. KRMG	162
3. KRAV-F	129
4. KBEZ-F	128
5. KMOD-F	89
6. KWEN-F	83
7. KTFX-F	48
8. KGGF	43
9. KCFO-F	38
10. KELI	36

12+ TSA CUME/MSA CUME RAT	
1. KVOO	3308/29.7
2. KRMG	2123/31.4
3. KRAV-F	1886/24.6
4. KBEZ-F	1598/19.7
5. KWEN-F	1440/18.7
6. KMOD-F	1166/17.0
7. KELI	899/13.2
8. KTFX-F	676/10.8
9. KGGF	641/ 3.5
10. KCFO-F	573/ 7.0

12+ FM SHARE (METRO): 53.90% (442 of 820) (A/M 80: 51.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWEN-F	1. WRAV-F	1. KRAV-F	1. KVOO	1. KVOO	1. KVOO
KRAV-F	2. KMOD-F	2. KVOO	2. KRMG	2. KRMG	2. KRMG
3. KMOD-F	3. KVOO	3. KMOD-F	KRAV-F	3. KBEZ-F	3. KRAV-F
	4. KWEN-F	4. KRMG	4. KBEZ-F		4. KBEZ-F

OTHER RATED STATIONS/METRO SHARE

KAKC	970		.8
KMOD	1300		1.4
KRAV	1050		2.7
KXOJ+	1550	Sapulpa	.8
KGGF	690	Coffeyville	.9
KOMA	1520	Oklahoma City	.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	242 (3)	254 (4)	31.0
COUNTRY	155 (2)	72 (2)	227 (4)	27.7
MOR/AC	204 (5)	3 (1)	207 (6)	25.2
BTFL MUSIC		94 (1)	94 (1)	11.5
RELIGION	7 (1)	31 (1)	38 (2)	4.6
			820 (17)	

RADIO STATIONS

KELI, 1430, 5 KW (DA-N) , AC/OLDIES ABC-I, $29.00 (Buckley) Signal Media
KRMG, 740, 50 KW/25 KW (DA-2), MOR , $38.50 (Christal) Swanson
KVOO, 1170, 50 KW (DA-N) , COUNTRY , $47.63 (Blair)
KGGF, 690, 10 KW/5 KW (DA-2) , MOR ABC-C, $14.10 (PRO) (COFFEYVILLE,KAN)

KBEZ-F, 92.9, 100 KW @ 680, BTFL MUS (Bonne) , $34.00 (Eastman) Mid America
KCFO-F, 98.5, 100 KW @ 660, RELIGION , $12.00 (----)
KMOD-F, 97.5, 50 KW @ 435, ROCK , $40.00 (Eastman) Clear Channel
KMYO-F, 92.1, 3 KW @ 245, COUNTRY ABC-E, $16.00 (Masla)
KRAV-F, 96.5, 100 KW @ 380, ROCK RKO, $31.00 (Selcom)
KTFX-F, 103.3, 100 KW @ 240, COUNTRY ABC-F,MBS, $11.50 (HR/Stone)
KWEN-F, 95.5, 100 KW @ 339, ROCK* , $25.00 (Katz) Katz

*KWEN-F now programs country music

TV STATIONS

KOTV	Tulsa	6	CBS, Corinthian
KTUL	Tulsa	8	ABC, Leake
KJRH	Tulsa	2	NBC, Scripps-Howard
KOKI	Tulsa	23	IND

NEWSPAPERS

The Tulsa World	M	122,385
The Tulsa Tribune	E	76,314

Market # 115	Revenue : $3,562,695	National Rev: $474,828
Revenue Rank # 127	Income : $ -338,172	Nat Rev per Cap: $1.46
Income Rank # 234	% Rev Gain: +24.0	Tot Rev per Cap: $10.93
APR 20.0	Stations: 25/16	Tot Inc per Cap: $-1.04
SMSA Pop: 326,000	Diaries: 745/438:1	Profit Margin: ----
CSI: 2.2 Bil (# 127)	CSI HH: 18.7 M (# 268)	Retail $: 1.3 Bil (# 131)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WIBX	73/13.8	10.7	16.1	1. WIBX	75	1. WIBX	817/29.7
2. WIBQ-F	56/10.6	12.7	14.8	2. WOUR-F	62	2. WRUN	813/29.1
3. WOUR-F	55/10.4	9.5	8.2	3. WIBQ-F	59	3. WRCK-F	782/25.0
4. WRCK-F	50/ 9.5	7.5	7.3	4. WRCK-F	55	4. WOUR-F	684/21.3
5. WRUN	39/ 7.4	6.8	9.7	5. WSYR-F	40	5. WIBQ-F	676/23.5
6. WKGW-F	33/ 6.3	9.3	6.7	6. WRUN	39	6. WTLB	652/23.0
7. WTLB	32/ 6.1	5.9	8.6	7. WKGW-F	37	7. WKGW-F	611/18.6
8. WADR	25/ 4.7	4.3	6.7	8. WTLB	34	8. WSYR-F	405/ 8.0
9. WUTQ	20/ 3.8	3.9	2.6	9. WADR	27	9. WGY	383/ 7.1
WSYR-F	20/ 3.8	3.4	---	10. WUTQ	20	10. WSYR	313/ 7.1

12+ FM SHARE (METRO): 49.29% (242 of 491) (A/M 80: 54.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRCK-F	1. WOUR-F	1. WOUR-F	1. WIBQ-F	1. WIBQ-F	1. WIBX
2. WOUR-F	2. WKGW-F	2. WKGW-F	2. WIBX	2. WIBX	2. WOUR-F
3. WSYR-F	WRCK-F	3. WRCK-F	3. WRUN	3. WADR	3. WIBQ-F

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRCK-F	1. WOUR-F	1. WOUR-F	1. WIBQ-F	1. WIBQ-F	1. WIBX
2. WOUR-F	2. WKGW-F	2. WKGW-F	2. WIBX	2. WIBX	2. WOUR-F
3. WSYR-F	WRCK-F	3. WRCK-F	3. WRUN	3. WADR	3. WIBQ-F

OTHER RATED STATIONS/METRO SHARE

WBRV	900	Booneville	1.1	WFBL	1390	Syracuse	1.5
WKAL	1450	Rome	1.5	WGY	810	Schenectady	1.3
WKAL-F	95.9	Rome	.8	WMCR	1600	Oneida	.6
WLFH	1230	Little Falls	1.5	WMHR-F	102.9	Syracuse	.8
WRMV	1420	Herkimer	1.5	WNTQ-F	93.1	Syracuse	.6
WRNY	1350	Rome	1.1	WSEN-F+	92.1	Baldwinsville	.8
WYUT-F	92.7	Herkimer	2.7	WSYR	570	Syracuse	.9

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	39 (1)	158 (4)	197 (5)	40.1
MOR/AC	145 (8)		145 (8)	29.5
BTFL MUSIC		63 (3)	63 (3)	12.8
COUNTRY	46 (3)	3 (1)	49 (4)	10.0
BIG BAND	16 (2)	14 (1)	30 (3)	6.1
RELIGION		4 (1)	4 (1)	0.8
UNKNOWN	3 (1)		3 (1)	0.6
			491 (25)	

RADIO STATIONS

WADR, 1480, 5 KW (DAYS) , COUNTRY	MBS,	$ 9.00	(PRO)	(REMSON)
WIBX, 950, 5 KW (DA-1) , MOR/VARIETY	CBS,	$32.40	(Eastman)	Eastman
WRUN, 1150, 5 KW/1 KW (DA-2) , CONTEMP	RKO,	$29.50	(Katz)	Deer River
WTLB, 1310, 1 KW/500 W (DA-N), AC/CONTEMP	ABC-C,	$27.00	(Mc-Guild)	
WUTQ, 1550, 1 KW (DAYS) , COUNTRY	ABC-E,	$ 9.50	(Roslin)	
WIBQ-F, 98.7, 25 KW @ 660, BTFL MUS (Schulke)	,	$25.20	(Eastman)	Eastman
WKGW-F, 104.3, 100 KW @ 370, CONTEMP	ABC-I,	$29.50	(Katz)	
WOUR-F, 96.9, 16 KW @ 800, AOR	ABC-F,	$18.00	(Roslin)	Deer River
WRCK-F, 107.3, 50 KW @ 500, ROCK	ABC-C,	$27.00	(Mc-Guild)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

Market # 191
Revenue Rank # 184
Income Rank # 217
APR 14.8
SMSA Pop: 172,700
CSI: 1.2 Bil (# 186)

Revenue : $2,178,003
Income : $ -194,119
% Rev Gain: +56.1
Stations: 13/7
Diaries: 407/424:1
CSI HH: 18.8 M (# 265)

National Rev: $416,264
Nat Rev per Cap: $2.41
Tot Rev per Cap: $12.61
Tot Inc per Cap: $-1.12
Profit Margin: ---
Retail $: .9 Bil (# 170)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WACO	43/20.2	19.1	9.3
2. KWTX-F	29/13.6	11.7	14.9
3. KWTX	27/12.7	9.9	11.9
4. KHOO-F	24/11.3	6.8	10.3
5. WBAP	23/10.8	10.5	12.4
6. KNFO-F	18/ 8.5	11.7	13.9
7. KSKY	6/ 2.8	---	---
8. WFAA	5/ 2.3	1.2	1.0
KRZI	5/ 2.3	8.0	7.2
10. KZEW-F	4/ 1.9	1.2	1.0

12+ TSA 1/4	
1. WBAP	77
2. WACO	49
3. KWTX-F	44
4. KHOO-F	39
5. KWTX	31
6. KNFO-F	20
7. KSCS-F	14
8. WFAA	11
9. KRLD	10
10. KKIK	8

12+ TSA CUME/MSA CUME RAT	
1. WBAP	1041/21.5
2. WACO	659/37.3
3. KWTX-F	589/26.2
4. KWTX	513/27.6
5. KHOO-F	451/20.6
6. KNFO-F	366/23.1
7. KSCS-F	300/ 5.7
8. KRLD	289/ 8.9
9. KKIK	235/ 7.0
10. KRZI	230/13.8

12+ FM SHARE (METRO): 40.10% (77 of 192) (A/M 80: 39.21%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOO-F	1. KHOO-F	1. WACO	1. WACO	1. WACO	1. WBAP
2. KNFO-F	2. WACO	2. KHOO-F	2. WBAP	2. WBAP	2. WACO
3. WBAP	3. KNFO-F	3. KNFO-F	3. KWTX	3. KWTX	3. KWTX-F

OTHER RATED STATIONS/METRO SHARE

KKIK	1010		1.4
KRLD	1080	Dallas	1.4
KSCS-F	96.3	Fort Worth	.9

FORMATS	AM	FM	TOTAL	%
COUNTRY	69 (3)	2 (1)	71 (4)	37.0
ROCK/AOR/CONTEMP	5 (1)	46 (3)	51 (4)	26.6
BTFL MUSIC		29 (1)	29 (1)	15.1
MOR/AC	27 (1)		27 (1)	14.1
NEWS/TALK	8 (2)		8 (2)	4.2
RELIGION	6 (1)		6 (1)	3.1
			192 (13)	

RADIO STATIONS

KKIK, 1010, 10 KW/2.5 KW (DA-2), COUNTRY (TM) NBC, $ 8.00 (Masla)
KRZI, 1580, 1 KW/500 W (DA-2) , ROCK RKO, $11.00 (PRO)
KWTX, 1230, 1 KW/250 W , MOR/COUNTRY MBS, $24.50 (M -Guild)
WACO, 1460, 1 KW (DA-N) , COUNTRY (Drake-Chen)ABC-E, $31.50 (Torbet)

KHOO-F, 99.9, 100 KW @ 460, ROCK (Drake-Chen) ABC-F, $31.50 (Torbet)
KNFO-F, 95.5, 10 KW @ 220, CONTEMP)TM) Source, $13.00 (Selcom) Borders
KWTX-F, 97.5, 71 KW @ 1569, BTFL MUSIC MBS, $24.50 (Mc-Guild)

FOR OTHER STATIONS SEE DALLAS

TV STATIONS

KCEN	Temple	6	ABC,NBC, Mayborn
KWTX	Waco	10	ABC,CBS

NEWSPAPERS

Waco Tribune-Herald	AD	48,865, Cox
Temple Telegram	M	25,977
Killeen Herald	E	14,224, Mayborn

Market # 8; ADI # 8
Revenue Rank # 5
Income Rank # 7
APR 15.5
SMSA Pop: 3,050,800
CSI: 32.4 Bil (# 8)

Revenue : $51,282,629
Income : $ 7,179,558
% Rev Gain: +12.5
Stations: 29/39
Diaries: 1911/1609:1
CSI HH: 29.4 M (# 5)

National Rev: $14,894,532
Nat Rev per Cap: $4.88
Tot Rev per Cap: $16.81
Tot Inc per Cap: $2.35
Profit Margin: 14.0%
Retail $: 15.5 Bil (# 10)

12+ METRO 1/4/SHARE		WIN 81	O/N 80	A/M 80
1. WMAL	351/8.6	11.1	10.9	10.3
2. WPGC-F+	299/7.3	5.5	7.7	8.4
3. WGAY-F	292/7.1	8.0	8.2	5.6
4. WRQX-F	270/6.6	8.6	7.2	7.9
5. WKYS-F	246/6.0	6.9	7.0	6.2
6. WWDC-F	245/6.0	3.1	2.7	3.0
7. WASH-F	206/5.0	6.3	6.2	4.9
8. WHUR-F	187/4.6	5.1	4.7	3.8
9. WAVA-F	182/4.5	3.5	3.5	4.5
10. WRC	181/4.4	4.1	5.8	3.8
11. WVKX-F+	173/4.2	4.2	3.8	2.2
12 .WMZQ-F	168/4.1	3.6	2.6	3.7
13. WOOK-F	150/3.7	3.2	3.5	4.1
14. WJMD-F	149/3.6	2.4	2.3	3.6
15. WTOP	126/3.1	3.0	3.6	4.2
16. WGMS-F	121/3.0	2.9	2.7	3.1
17. WEZR-F	96/2.4	2.8	1.8	1.2

12+ TSA 1/4	
1. WMAL	383
2. WPGC-F+	364
3. WRQX-F	322
4. WGAY-F	316
5. WWDC-F	309
6. WKYS-F	272
7. WVKX-F+	230
8. WASH-F	228
9. WHUR-F	223
10. WRC	207
11. WMZQ-F	202
12. WAVA-F	197
13. WJMD-F	170
14. WOOK-F	158
15. WTOP	156
16. WGMS-F+	135
17. WEZR-F	126

12+ TSA CUME/MSA CUME RAT	
1. WMAL	5892/21.7
2. WPGC-F+	5687/18.4
3. WRQX-F	5313/16.3
4. WWDC-F	4999/15.3
5. WKYS-F	4263/15.5
6. WGAY-F	4214/15.2
7. WHUR-F	3648/13.1
8. WASH-F	3371/11.2
9. WTOP	3335/10.4
10. WAVA-F	3237/11.5
11. WOOK-F	2979/10.9
12. WJMD-F	2647/ 9.3
13. WRC	2584/ 9.1
14. WVKX-F+	2523/ 7.8
15. WMZQ-F	2505/ 7.4
16. WGMS-F+	2459/ 9.0
17. WEZR-F	1572/ 5.3

12+ FM SHARE (METRO): 72.82% (2714 of 3727) (A/M 80: 68.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWDC-F	1. WPGC-F+	1. WPGC-F+	1. WMAL	1. WMAL	1. WMAL
2. WRQX-F	2. WRQX-F	2. WKYS-F	2. WGAY-F	2. WGAY-F	2. WPGC-F+
3. WPGC-F+	3. WKYS-F	3. WRQX-F	3. WASH-F	3. WRC	3. WRQX-F
4. WKYS-F	4. WWDC-F	4. WASH-F	4. WPGC-F+	4. WMZQ-F	4. WGAY-F+
5. WAVA-F	5. WAVA-F	5. WMAL	5. WKYS-F	5. WVKX-F+	5. WKYS-F
6. WOOK-F	6. WASH-F	6. WHUR-F	6. WJMD-F	6. WEZR-F	6. WWDC-F+
	7. WHUR-F	7. WWDC-F	7. WHUR-F WMZQ-F	7. WASH-F	7. WASH-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	64 (2)	1004 (6)	1068 (8)	28.7
MOR/AC	351 (1)	355 (2)	706 (3)	18.9
BLACK/URBAN	27 (1)	583 (3)	610 (4)	16.4
BTFL MUSIC	50 (1)	388 (2)	438 (3)	11.8
COUNTRY	66 (1)	275 (2)	341 (3)	9.1
NEWS/TALK	307 (2)		307 (2)	8.2
CLASSICAL	29 (1)	92 (1)	121 (2)	3.2
RELIGION/GOSPEL	82 (2)		82 (2)	2.2
BIG BAND	37 (1)		37 (1)	1.0
UNKNOWN		17 (1)	17 (1)	0.5
			3727 (29)	

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WMAL	1. WMAL	1. WMAL
2. WPGC-F+	2. WPGC-F+	2. WKYS-F
3. WGAY-F	3. WRQX-F	3. WPGC-F+
4. WRQX-F	4. WWDC-F	4. WGAY-F
5. WWDC-F	5. WKYS-F	5. WWDC-F
6. WKYS-F	6. WGAY-F	6. WHUR-F
7. WASH-F	7. WHUR-F	7. WMZQ-F
8. WVKX-F+	8. WAVA-F	8. WRQX-F
9. WMZQ-F	9. WASH-F	9. WVKX-F+
10. WAVA-F	10. WOOK-F	10. WASH-F
11. WHUR-F	11. WTOP	
12. WRC	12. WJMD-F	
13. WJMD-F	13. WMZQ-F	
14. WOOK-F	14. WRC	
15. WTOP	15. WVKX-F+	

OTHER RATED STATIONS/METRO SHARE			
WEAM	1390	Arlington	.9
WGAY	1050	Silver Spring	1.2
WHFS-F	102.3	Bethesda	.8
WOL	1450		.7
WUST	1120		.7
WWDC	1260		.6
WYCB	1340		1.3
WFSI-F	107.9	Annapolis	.4
WIYY-F	97.9	Baltimore	.3

ADI FM SHARE: 74.64% (3505 of 4696) (A/M 80: 69.18%)

AM STATIONS

WRC , 980, 5 KW (DA-N), NEWS/TALK	NBC, $ 80.00	(Eastman)	NBC
WTOP, 1500, 50 KW (DA-2), NEWS	MBS,CBS, $ 80.63	(CBS Spot)	Outlet
WMAL, 630, 5 KW (DA-2), MOR/TALK	ABC-I, $183.75	(Mc-Guild)	ABC

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, AC/CONTEMP	, $148.13	(Katz)	Metromedia
WAVA-F, 105.1, 50 KW @ 500, AOR	, $ 80.00	(CBS FM)	
WEZR-F, 106.7, 50 KW @ 500, BTFL MUS	, $ 33.50	(Groskin)	EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS	, $160.00	(MMR)	Greater Media
WGMS-F+,103.5, 20 KW @ 435, CLASSICAL	, $ 75.00	(RKO)	RKO
WHUR-F, 96.3, 24 KW @ 670, BLACK/JAZZ	, $ 80.00	(----)	Howard Univ
WJMD-F, 94.7, 21 KW @ 780, AC	, $ 65.00	(Christal)	SJR
WKYS-F, 93.9, 50 KW @ 485, URBAN	Source, $143.75	(Eastman)	NBC
WMZQ-F, 98.7, 50 KW @ 485, COUNTRY	, $ 70.00	(Howard)	Viacom
WOOK-F, 100.3, 40 KW @ 320, BLACK	, $ 88.25	(UBC)	United
WPGC-F+, 95.5, 50 KW @ 496, ROCK	, $160.00	(Torbet)	First Media
WVKX-F+, 105.9,50 KW @ 410, COUNTRY	ABC-E, $ 46.25	(Christal)	Metroplex
WRQX-F, 107.3, 50 KW @ 410, ROCK	ABC-F, $128.75	(Blair)	ABC
WWDC-F, 101.1, 50 KW @ 500, AOR (Buck-abr)	, $ 56.00	(Buckley)	

TV STATIONS

WDCA	Washington	20	IND, Taft
WDVM	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC
WRC	Washington	4	NBC, NBC
WTTG	Washington	5	IND, Metromedia
WHAG	Hagerstown	25	NBC

NEWSPAPER

Washington Post M 601,417, Post-Newsweek

Market # 217
Revenue Rank # 157
Income Rank # 122
APR 14.8
SMSA Pop: 142,800
CSI: 1.1 Bil (# 204)

Revenue : $2,689,850
Income : $ 203,764
% Rev Gain: +4.9
Stations: 13/6
Diaries: 506/282:1
CSI HH: 23.6 M (# 55)

National Rev: $629,331
Nat Rev per Cap: $4.41
Tot Rev per Cap: $18.84
Tot Inc per Cap: $1.43
Profit Margin: 7.6%
Retail $: .7 Bil (# 204)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KWLO	49/29.3	27.6	33.3	1. KWLO	66	1. KWLO	1047/56.4
2. KCNB-F	23/13.8	14.5	11.1	2. WMT	55	2. KCNB-F	667/32.9
3. KFMW-F	17/10.2	11.0	13.6	3. KCNB-F	42	3. KXEL	564/24.9
4. KXEL	15/ 9.0	13.1	15.4	4. KXEL	39	4. WMT	504/ 8.7
5. KLEU	11/ 6.6	4.8	3.7	5. WHO	35	5. WHO	482/10.9
6. KOEL-F	7/ 4.2	2.8	1.2	6. KOEL-F	33	6. KOEL-F	466/ 9.5
7. WMT	6/ 3.6	4.8	2.5	7. KFMW-F	26	7. KFMW-F	418/20.1
8. WHO	5/ 3.0	4.1	2.5	8. KLEU	21	8. KQCR-F	299/ 8.8
KQCR-F	5/ 3.0	2.1	1.2	9. KQCR-F	12	9. KLEU	204/10.6
10. KCFI	4/ 2.4	4.1	6.2	10. WMT-F	10	10. KCFI	150/12.8

12+ FM SHARE (METRO): 38.36% (56 of 146) (A/M 80: 35.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWLO	1. KWLO	1. KWLO	1. KWLO	1. KWLO	1. WMT
2. KCNB-F	2. KCNB-F	2. KCNB-F	2. KFMW-F	KXEL	2. KWLO
			3. KXEL	3. KFMW-F	3. WHO

OTHER RATED STATIONS/METRO SHARE

KHAK-F	98.1	Cedar Rapids	.6	WMT-F	96.5	Cedar Rapids	.6
KRNA-F	93.9	Iowa City	1.2				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	49 (1)	30 (3)	79 (4)	54.1
COUNTRY	15 (1)	8 (2)	23 (3)	15.8
BTFL MUSIC		18 (2)	18 (2)	12.3
BIG BAND/NOSTALGIA	11 (1)		11 (1)	7.5
MOR/AC	10 (2)		10 (2)	6.8
NEWS/TALK	5 (1)		5 (1)	3.4
			146 (13)	

RADIO STATIONS

KCFI, 1250, 500 W (DA-1) , MOR MBS, $10.00 (Savalli)
KLEU, 850, 500 W (DAYS,DA), BIG BAND/NOST (Al Ham) ABC-E, $10.50 (Pates)
KWLO, 1330, 5 KW (DA-2) , CONTEMP , $22.75 (Eastman) Forward
KXEL, 1540, 50 KW (DA-N) , COUNTRY ABC-I, $19.00 (Torbet) Bahakel

KCNB-F, 105.7, 100 KW @ 569, ROCK (TM) ABC-C, $15.00 (Torbet) Bahakel
KFMW-F, 107.9, 100 KW @ 1800, BTFL MUS (TM) NBC, $11.00 (Eastman) Forward
KOEL-F, 92.3, 100 KW @ 1501, COUNTRY (Musicworks) ABC-F, $19.25 (PRO) Stuart (OELWEIN)

WHO - See Des Moines OTHER STATIONS SEE CEDAR RAPIDS

TV STATIONS SEE CEDAR RAPIDS

NEWSPAPERS

Waterloo Courier	E	53,670
Cedar Falls Record	M	4,508

Market # 73	Revenue : $6,427,895	National Rev: $1,052,414
Revenue Rank # 72	Income : $ -708,017	Nat Rev per Cap: $2.07
Income Rank # 247	% Rev Gain: +16.5	Tot Rev per Cap: $12.65
APR 16.6	Stations: 31/19	Tot Inc per Cap: $-1.39
SMSA Pop: 569,800	Diaries: 782/729:1	Profit Margin: ---
CSI: 4.8 Bil (# 67)	CSI HH: 21.6 M (# 137)	Retail $: 3.1 Bil (# 57)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WEAT-F	120/14.9	12.2	14.6	16.9	17.6	1. WEAT-F	137	1. WEAT-F	1447/25.2
2. WRMF-F	82/10.2	8.7	5.3	4.6	4.1	2. WRMF-F	92	2. WRMF-F	1059/19.6
3. WIRK-F	54/ 6.7	13.0	11.4	13.2	9.0	3. WIZD-F	79	3. WIZD-F	932/12.7
4. WPOM	51/ 6.4	1.6	6.8	2.5	7.7	4. WIRK-F	72	4. WIRK-F	865/13.6
WIZD-F	51/ 6.4	2.2	---	---	---	5. WPOM	51	5. WJNO	696/13.9
6. WJNO	37/ 4.6	3.6	3.3	3.0	2.9	6. WJNO	38	6. WHYI-F	524/10.3
7. WKQS-F	33/ 4.1	3.7	4.5	2.2	2.1	7. WKQS-F	34	7. WCKO-F	437/ 8.4
8. WNJY-F	28/ 3.5	5.9	3.0	5.2	2.6	8. WNJY-F	28	8. WIRK	418/ 8.5
9. WHYI-F	27/ 3.4	6.5	3.9	4.0	6.4	9. WHYI-F	27	9. WKQS-F	397/ 8.1
10. WLYF-F	25/ 3.1	1.8	2.3	2.8	4.8	10. WLYF-F	25	10. WPBR	385/ 7.7

12+ FM SHARE (METRO): 69.52% (511 of 735) (A/M 80: 65.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIZD-F	1. WRMF-F	1. WRMF-F	1. WRMF-F	1. WEAT-F	1. WEAT-F
2. WPOM	2. WIZD-F	2. WIRK-F	2. WIRK-F	2. WIRK-F	2. WRMF-F
3. WCKO-F	3. WPOM	3. WIZD-F	3. WEAT-F	3. WRMF-F	3. WIRK-F
	4. WIRK-F	4. WPOM	4. WPOM	4. WNJY-F	4. WIZD-F

OTHER RATED STATIONS/METRO SHARE

WCEZ-F	96.7	Jupiter	.7	WCKO-F	102.7	Pompano Beach	2.9
WDBF	1420	Delray Beach	1.1	WINZ	940	Miami	.7
WEAT	850		2.0	WINZ-F	94.9	Miami	.4
WIRK	1290		1.7	WIOD	610	Miami	1.5
WLIZ	1380	Lake Worth	.6	WNWS	790	Miami	.9
WNGS-F	92.1		2.1	WPIP	980	Pompano Beach	.5
WPBR	1340		3.0	WQAM	560	Miami	1.2
WSBR	740	Boca Raton	1.4	WRBD	1470	Pompano Beach	1.9
WSWN	900	Belle Glade	.4	WSHE-F	103.5	Ft. Lauderdale	2.4
WAIA-F	97.3	Miami	.4	WWWL-F	93.9	Miami	.7
WAXY-F	105.9	Ft. Lauderdale	1.7				

FORMATS	AM	FM	TOTAL	%
BTFL MUSIC	4 (1)	206 (4)	210 (5)	28.6
MOR/AC	35 (3)	119 (4)	154 (7)	21.0
ROCK/AOR/CONTEMP		132 (8)	132 (8)	18.0
COUNTRY	26 (2)	54 (1)	80 (3)	10.9
NEWS/TALK	74 (4)		74 (4)	10.1
BLACK	66 (2)		66 (2)	9.0
BIG BAND	11 (1)		11 (1)	1.5
RELIGION	5 (1)		5 (1)	.7
UNKNOWN	3 (1)		3 (1)	.4
			735 (31)	

RADIO STATIONS

WIRK, 1290, 5 KW/1 KW (DA-N), MOR (Drake-Chen) RKO, $38.75 (Mc-Guild)
WJNO, 1230, 1 KW/250 W , NEWS CBS,ABC-E, $19.00 (Blair) Fairbanks
WPBR, 1340, 1 KW/250 W , NEWS/TALK MBS, $20.50 (Savalli)
WPOM, 1600, 1 KW (DA-1) , DISCO , $19.00 (Buckley)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

Market #	Revenue : $4,	National Rev: $1,
Revenue Rank # 116	Income : $1,116,368	Nat Rev per Cap: $6.66
Income Rank # 40	% Rev Gain: +3.6	Tot Rev per Cap: $21.77
APR 16.4	Stations: 14/9	Tot Inc per Cap: $6.02
SMSA Pop: 185,500	Diaries: 584/318:1	Profit Margin: 27.6%
CSI: 1.3 Bil (# 179)	CSI HH: 18.6 M (# 273)	Retail $: .7 Bil (# 197)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WWVA	58/22.6	27.1	25.0
2. WANJ-F	42/16.3	9.8	13.6
3. WOMP-F	34/13.2	7.6	10.5
4. WOMP	23/ 8.9	12.0	11.8
5. WKWK	21/ 8.2	10.7	12.3
6. WKWK-F	17/ 6.6	8.4	4.8
7. WCPI-F	13/ 5.1	3.1	2.6
WNEU	13/ 5.1	6.2	3.5
9. WEIF	6/ 2.3	.4	1.8
KDKA	6/ 2.3	3.1	3.1

12+ TSA 1/4	
1. WWVA	125
2. WANJ-F	57
3. WOMP-F	48
4. KDKA	35
5. WRKY-F	31
6. WDVE-F	29
7. WKWK	25
WKWK-F	25
WOMP	25
10. WNEU	17

12+ TSA CUME/MSA CUME RAT	
1. WWVA	1624/42.5
2. WOMP-F	693/27.8
3. WRKY-F	656/ 7.3
4. KDKA	570/ 9.1
5. WKWK-F	558/21.1
6. WANJ-F	545/24.0
7. WKWK	521/27.8
8. WDVE-F	346/ 5.3
9. WOMP	328/17.4
10. WCPI-F	268/12.0

12+ FM SHARE (METRO): 47.74% (116 of 243) (A/M 80: 36.62%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOMP-F	1. WOMP-F	1. WWVA	1. WWVA	1. WWVA	1. WWVA
	2. WKWK-F	2. WOMP-F	2. WANJ-F	2. WANJ-F	2. WANJ-F
	3. WWVA	3. WKWK-F WANJ-F	3. WKWK	3. WOMP	3. WOMP-F

OTHER RATED STATIONS/METRO SHARE

WDVE-F	102.5	Pittsburgh	1.9	WRKY-F	103.5	Steubenville	.8
WPNT-F	92.9	Pittsburgh	.4	WWSW-F	94.5	Pittsburgh	.8

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (1)	73 (6)	94 (7)	38.7
COUNTRY	58 (1)		58 (1)	23.9
BTFL MUSIC		43 (2)	43 (2)	17.7
NEWS/TALK	23 (1)		23 (1)	9.5
MOR/AC	19 (2)		19 (2)	7.8
RELIGION	6 (1)		6 (1)	2.5
			243 (14)	

RADIO STATIONS

WEIF, 1370, 5 KW (DAYS), RELIGION	MBS, $ 6.00	(----)	(MOUNDSVILLE)
WKWK, 1400, 1 KW/250 W , CONTEMP	ABC-C, $14.00	(Torbet)	Community Service
WNEU, 1600, 5 KW (DAYS), AC	ABC-E, $12.50	(Roberts)	
WOMP, 1290, 1 KW (DAYS), TALK	CBS, $11.75	(Christal)	T/R
WWVA, 1170, 50 KW (DA-N), COUNTRY	ABC-I, $39.75	(Eastman)	Columbia Pic Ind
WANJ-F, 107.5, 11 KW @ 907, BTFL MUS (TM)	NBC, $ 8.50	(Mc-Guild)	
WCPI-F, 98.7, 50 KW @ 390, CONTEMP	ABC-F, $15.00	(Eastman)	Columbia Pic Ind
WKWK-F, 97.3, 50 KW @ 470, ROCK (Drake-Chen)	, $14.00	(Torbet)	Community Service
WOMP-F, 100.5, 14 KW @ 550, ROCK	Source, $11.75	(Christal)	

WRKY - See Steubenville KDKA,WDVE - See Pittsburgh

TV STATIONS

WTOV	Steubenville	9	CBS/ABC, Ziff-Davis
WTRF	Wheeling	7	NBC, Forward

NEWSPAPERS

Wheeling Intelligencer	M	24,312, Ogden
Wheeling News-Register	E	27,626, Ogden

Market # 100
Revenue Rank # 54
Income Rank # 52
APR 17.1
SMSA Pop: 397,100
CSI: 3.5 Bil (# 89)

Revenue : $8,834,968
Income : $ 789,825
% Rev Gain: +5.3
Stations: 18/12
Diaries: 651/610:1
CSI HH: 23.9 M (# 45)

National Rev: $892,
Nat Rev per Cap: $2.23
Tot Rev per Cap: $22.08
Tot Inc per Cap: $1.97
Profit Margin: 8.9%
Retail $: 1.8 Bil (# 94)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KEYN-F	78/14.5	11.2	10.0	9.6	9.0	1. KEYN-F	108	1. KFDI	1466/22.4
2. KFH	65/12.1	11.9	11.2	17.3	11.4	2. KFDI	104	2. KFH	1432/25.4
3. KBRA-F	57/10.6	7.4	13.3	11.3	9.6	3. KFH	95	3. KEYN-F	1354/27.4
4. KFDI	55/10.2	10.4	13.3	12.7	12.2	4. KBRA-F	72	4. KAKZ	795/20.9
5. KICT-F	42/ 7.8	14.5	8.8	9.4	11.2	5. KICT-F	53	5. KFDI-F	782/16.2
6. KGCS-F	35/ 6.5	3.1	3.9	.8	2.2	6. KGCS-F	45	6. KBRA-F	769/17.3
7. KKRD-F	31/ 5.8	7.2	9.4	7.3	6.8	7. KFDI-F	42	7. KKRD-F	647/14.4
8. KFDI-F	30/ 5.6	9.2	7.6	2.9	3.8	8. KKRD-F	39	8. KQAM	606/15.1
KAKZ	30/ 5.6	8.6	7.8	9.8	12.4	KQAM	39	9. KICT-F	601/13.1
10. KQAM	28/ 5.2	8.6	2.9	3.1	3.8	10. KAKZ	35	10. KWKN	600/14.5

12+ FM SHARE (METRO): 57.81% (296 of 512) (A/M 80: 57.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 54	12+ TSA AMD
1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KFH	1. KFH	1. KFH
2. KICT-F	2. KICT-F	2. KFH	2. KFDI	2. KFDI	2. KFDI
	3. KKRD-F	3. KICT-F	3. KBRA-F	3. KBRA-F	3. KEYN-F
	4. KQAM	4. KKRD-F	4. KKRD-F	4. KAKZ	4. KBRA-F

OTHER RATED STATIONS/METRO SHARE

KOYY+	1360	El Dorado	.6
KSGL	900		2.2
KWKN	1480		3.7
KBUZ-F	106.5	Arkansas City	1.3
KJRG	950	Newton	.7
KOEZ-F	92.3	Newton	2.0
KSKU-F	102.1	Hutchinson	.7

FORMATS	AM	FM	TOTAL	%
COUNTRY	120 (2)	65 (2)	185 (4)	36.1
ROCK/AOR/CONTEMP	20 (1)	131 (4)	151 (5)	29.5
MOR/AC	60 (3)	32 (2)	92 (5)	18.0
BTFL MUSIC		68 (2)	68 (2)	13.3
RELIGION	16 (2)		16 (2)	3.1
			512 (18)	

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W , AC , $25.50 (Blair)
KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY ABC-E, $30.00 (Torbet) Great Empire
KFH , 1330, 5 KW (DA-N) , COUNTRY CBS, $39.60 (Eastman)
KQAM, 1410, 5 KW/1 KW (DA-N), OLDIES/AC RKO, $22.50 (Mc-Guild) Long-Pride
KWKN, 1480, 5 KW/1 KW (DA-2), CONTEMP (?) ABC-I, $25.50 (Christal) Swanson

KBRA-F, 97.9, 85 KW @ 420, BTFL MUS (Schulke) MBS, $30.80 (Eastman)
KEYN-F, 103.7, 100 KW @ 860, ROCK RKO, $23.00 (Mc-Guild) Long-Pride
KFDI-F, 101.3, 100 KW @ 444, COUNTRY ABC-E, $13.00 (Torbet) Great Empire
KGCS-F, 95.9, 3 KW @ 300, COUNTRY , $16.00 (Christal) Swanson (DERBY)
KICT-F, 95.1, 100 KW @ 550, AOR (Burk-Abr) , $36.50 (Katz) Peoria Jrnl Star
KKRD-F, 107.3, 100 KW @ 884, AC NBC, $26.75 (HR/Stone)

TV STATIONS				
	KAKE	Wichita	10	ABC
	KARD	Wichita	3	NBC, Kansas State Network
	KTVH	Hutchinson	12	CBS, Minneapolis Star & Tribune

NEWSPAPERS Wichita Eagle M 120,043, Knight-Ridder Wichita Beacon E 37,221, Knight-Ridd

Market # 79
Revenue Rank # 103
Income Rank # 41
APR 16.4
SMSA Pop: 530,600
CSI: 4.5 Bil (# 71)

Revenue : $4,556,571
Income : $1,093,869
% Rev Gain: +15.6
Stations: 33/10
Diaries: 787/674:1
CSI HH: 24.4 M (# 35)

National Rev: $344,905
Nat Rev per Cap: $ .66
Tot Rev per Cap: $8.71
Tot Inc per Cap: $2.09
Profit Margin: 24.0%
Retail $: 2.2 Bil (# 84)

12+METRO 1/4/SHARE		FAL 80	A/M 80	A/M 79
1. WSTW-F	98/13.6	13.4	11.4	13.9
2. WJBR-F	73/10.2	8.4	11.1	10.9
3. WMMR-F	61/ 8.5	3.0	3.7	5.2
4. WDEL	60/ 8.4	9.4	8.4	10.0
5. WMGK-F	33/ 4.6	4.9	3.9	5.3
6. WDSD-F	32/ 4.5	4.6	3.3	2.3
WIOQ-F	32/ 4.5	2.7	6.1	5.6
8. WILM	31/ 4.3	7.3	3.2	4.4
9. WYSP-F	29/ 4.0	5.9	3.6	1.4
10. WDAS-F	22/ 3.1	3.5	1.0	---

12+ TSA 1/4	
1. WSTW-F	135
2. WJBR-F	116
3. WMMR-F	80
4. WDEL	60
5. WMGK-F	48
6. WDSD-F	51
7. WIOQ-F	43
WYSP-F	43
WDAS-F	43
10. WUSL-F	32

12+ TSA CUME/MSA CUME RAT	
1. WSTW-F	1688/28.3
2. WDEL	1126/24.8
3. WMMR-F	1084/18.5
4. WJBR-F	964/16.7
5. WYSP-F	804/12.7
6. WMGK-F	729/11.4
7. WILM	678/15.2
8. WIP	619/ 9.8
9. KYW	579/ 9.2
10. WIOQ-F	567/10.3

12+ FM SHARE (METRO): 72.89% (484 of 664) (A/M 80: 65.87%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WSTW-F
2. WMMR-F	2. WMMR-F	2. WMMR-F	WJBR-F	2. WDEL	2. WJBR-F
3. WYSP-F	3. WIOQ-F	3. WIOQ-F	3. WDEL	3. WDSD-F	3. WDEL
4. WIFI-F	4. WMGK-F	WMGK-F	4. WMGK-F	4. WILM	4. WILM

OTHER RATED STATIONS/METRO SHARE

WAMS	1380		1.7	WFLN-F	95.7	Philadelphia	.7
WJBR	1290		1.4	WIFI-F	92.5	Philadelphia	1.5
WNRK	1260	Newark	1.0	WIP	610	Philadelphia	2.1
WSER	1550	Elkton	1.0	WIYY-F	97.9	Baltimore	.8
KYW	1060	Philadelphia	1.7	WPEN	950	Philadelphia	.4
WASA	1330	Havre de Grace	.7	WPOC-F	93.1	Baltimore	1.4
WBAL	1090	Baltimore	.6	WSNI-F	104.5	Philadelphia	.4
WBSB-F	104.3	Baltimore	.4	WUSL-F	98.9	Philadelphia	2.5
WCAU	1210	Philadelphia	1.0	WVCH	740	Chester	.6
WCAU-F	98.1	Philadelphia	2.5	WWDB-F	96.5	Philadelphia	1.3
WEAZ-F	101.1	Philadelphia	2.1	WWSH-F	106.1	Philadelphia	.8
WFIL	560	Philadelphia	.4				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		240 (7)	240 (7)	36.1
MOR/AC	113 (8)	54 (3)	167 (11)	25.2
BTFL MUSIC	10 (1)	94 (3)	104 (4)	15.7
NEWS/TALK	50 (3)	9 (1)	59 (4)	8.9
COUNTRY		42 (2)	42 (2)	6.3
BLACK/URBAN		40 (2)	40 (2)	6.0
CLASSICAL		5 (1)	5 (1)	0.8
RELIGION	4 (1)		4 (1)	0.6
BIG BAND	3 (1)		3 (1)	0.5
			664 (33)	

RADIO STATIONS

WDEL, 1150, 5 KW (DA-2) , MOR NBC, $32.50 (Eastman)
WILM, 1450, 1 KW/250 W , NEWS MBS,CBS, $18.24 (Savalli)
WAMS, 1380, 5 KW/1 KW (DA-3), AC ABC-C, $23.00 (Mc-Guild) Rollins

WJBR-F, 99.5, 50 KW @ 500, BTFL MUS (FM 100) , $23.40 (Mc-Guild)
WSTW-F, 93.7, 50 KW @ 460, ROCK (TM) , $37.50 (Eastman)

PLEASE SEE CONTINUATION AT END OF THIS SECTION

Revenue Rank # 206
Income Rank # 235
APR 13.5
SMSA Pop: 140,600
CSI: 1.0 Bil (# 225)

Income : $ -360,848
% Rev Gain:+29.3
Stations: 12/10
Diaries: 599/235:1
CSI HH: 18.6 M (# 269)

Nat Rev per Cap: $1.79
Tot Rev per Cap: $13.27
Tot Inc per Cap: $-2.57
Profit Margin: ---
Retail $: .6 Bil (# 228)

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WAAV-F	27/17.5	10.3	18.4
2. WHSL-F	24/15.6	16.2	14.6
3. WWIL	18/11.7	14.7	17.1
4. WWQQ-F	17/11.0	8.8	10.8
5. WLCF-F	14/ 9.1	8.8	5.1
6. WKLM	12/ 7.8	8.1	9.5
7. WMFD	11/ 7.1	13.2	7.6
8. WDZD-F	8/ 5.2	2.2	2.5
9. WGNI	4/ 2.6	2.9	6.3
WPJC-F	4/ 2.6	5.1	3.8

12+ TSA 1/4	
1. WAAV-F	36
2. WHSL-F	32
3. WWIL	27
4. WKLM	26
5. WWQQ-F	22
WPJC-F	22
7. WLCF-F	14
8. WMFD	12
9. WDZD-F	10
10. WGNI	4

12+ TSA CUME/MSA CUME RAT	
1. WHSL-F	473/28.9
2. WAAV-F	374/24.8
3. WMFD	297/23.6
4. WWQQ-F	286/21.2
5. WKLM	243/15.3
6. WWIL	227/14.7
7. WPJC-F	221/ 9.4
8. WGNI	200/16.6
9. WLCF-F	155/13.2
10. WDZD-F	112/ 7.1

12+ FM SHARE (METRO): 66.21% (96 of 145) (A/M 80: 52.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHSL-F	1. WHSL-F	1. WHSL-F	1. WAAV-F	1. WAAV-F	1. WAAV-F
	2. WLCF-F	2. WAAV-F	2. WWQQ-F	2. WWQQ-F	2. WWIL
	3. WWIL	3. WLCF-F	3. WHSL-F	3. WKLM	3. WHSL-F

OTHER RATED STATIONS/METRO SHARE

WVCB	1410	Shallotte	2.6	WNMB-F	105.5	Myrtle Beach	1.3

FORMATS	AM	FM	TOTAL	%
COUNTRY	16 (2)	25 (2)	41 (4)	28.3
ROCK/AOR/CONTEMP		40 (3)	40 (3)	27.6
BTFL MUSIC		27 (1)	27 (1)	18.6
BLACK	18 (1)		18 (1)	12.4
MOR/AC	15 (2)		15 (2)	10.3
RELIGION		4 (1)	4 (1)	2.8
			145 (12)	

RADIO STATIONS

WGNI, 1340, 1 KW/250 W , AC	NBC, $ 9.00	(Katz)	
WKLM, 980, 5 KW (DAYS), COUNTRY	ABC-E, $11.00	(HR/Stone)	
WMFD, 630, 1 KW (DA-2), CONTEMP/AC	CBS, $ 8.00	(Southern)	
WWIL, 1490, 1 KW/250 W , BLACK (Drake-Chen)	SBN, $ 9.00	(Blair)	Jeff-Pilot
WAAV-F, 102.7, 100 KW @ 440, BTFL MUS (Bonne)	NBC, $11.50	(Katz)	
WDZD-F, 93.5, 3 KW @ 300, COUNTRY	MBS, $ 5.00	(----)	
WHSL-F, 97.3, 100 KW @ 560, ROCK (Drake-Chen)	ABC-F, $12.00	(Blair)	Jeff-Pilot
WLCF-F, 107.1, 3 KW @ 300, CONTEMP	RKO, $ 9.00	(HR/Stone)	
WWQQ-F, 100.9, 2 KW @ 350, COUNTRY (TM)	, $ 8.00	(----)	
WPJC-F, 99.9, 100 KW @ 553, RELIGION	, $ 6.75	(----)	

TV STATIONS

WECT	Wilmington	6	NBC
WWAY	Wilmington	3	ABC, Clay

NEWSPAPER

Wilmington Star	M	44,934, New York Times

WORCESTER

Market # 106 (approx) (county-#63)
Revenue Rank # 115
Income Rank # 104
APR 18.0
SMSA Pop: 377,500
CSI: 5.2 Bil (# 59)

Revenue : $4,057,699
Income : $ 281,572
% Rev Gain: +13.5
Stations: 23/6
Diaries: 721/524:1
CSI HH: 23.8 M (# 46)

National Rev: $1,025,929
Nat Rev per Cap: $2.70
Tot Rev per Cap: $10.70
Tot Inc per Cap: $ .74
Profit Margin: 6.9%
Retail $: 2.7 Bil (# 66)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WSRS-F	88/15.2	19.0	16.0	15.4	1. WAAF-F	144	1. WAAF-F	1500/26.1
2. WTAG	70/12.1	11.8	16.4	15.9	2. WSRS-F	123	2. WTAG	1434/30.8
3. WAAF-F	68/11.7	12.5	12.5	13.7	3. WTAG	98	3. WSRS-F	1280/26.4
4. WFTQ	36/ 6.2	6.6	5.3	7.8	4. WBZ	76	4. WBZ	1213/17.1
5. WBZ	35/ 6.0	7.6	6.9	5.7	5. WCOZ-F	62	5. WCOZ-F	810/12.8
WROR-F	35/ 6.0	4.6	6.7	2.4	6. WROR-F	47	6. WROR-F	757/14.8
7. WNEB	32/ 5.5	2.6	2.6	4.4	7. WFTQ	37	7. WFTQ	697/20.3
8. WCOZ-F	27/ 4.7	3.9	2.0	2.0	8. WJIB-F	33	8. WJIB-F	509/ 5.9
9. WEEI-F	19/ 3.3	3.5	3.6	3.3	WNEB	33	9. WEEI-F	455/ 9.2
10. WORC	18/ 3.1	5.0	2.6	2.2	10. WQVR-F	25	10. WPJB-F	453/ 6.1

12+ FM SHARE (METRO): 61.32% (325 of 530) (A/M 80: 58.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WSRS-F	1. WSRS-F	1. WTAG
	2. WROR-F	2. WSRS-F	2. WROR-F	2. WTAG	2. WSRS-F
	3. WCOZ-F	3. WROR-F	3. WTAG	3. WBZ	3. WBZ

OTHER RATED STATIONS/METRO SHARE

WGFP	940	Webster	.5	WPJB-F	105.1	Providence	1.7
WAQY-F	102.1	Springfield	.7	WPRO-F	92.3	Providence	.9
WBCN-F	104.1	Boston	2.2	WQVR-F	100.1	Southbridge	3.1
WCRB-F	102.5	Boston	.5	WSRO	1470	Marlboro	.7
WESO	970	Southbridge	1.2	WVBF-F	105.7	Boston	.3
WJIB-F	96.9	Boston	2.1	WXKS-F	107.9	Boston	1.2
WHUE-F	100.7	Boston	2.4				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (1)	148 (8)	184 (9)	34.7
MOR/AC	137 (6)	35 (1)	172 (7)	32.4
BTFL MUSIC		114 (3)	114 (3)	21.5
BIG BAND	32 (1)		32 (1)	6.0
COUNTRY		18 (1)	18 (1)	3.4
BLACK/URBAN		7 (1)	7 (1)	1.3
CLASSICAL		3 (1)	3 (1)	0.6
			530 (23)	

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2) , CONTEMP , $55.00 (Katz) Park City
WNEB, 1230, 1 KW/250 W , BIG BAND/NOST (Al Ham) , $22.00 (PRO)
WORC, 1310, 5 KW/1 KW (DA-2), MOR CBS, $18.00 (Kadetsky)
WTAG, 580, 5 KW (DA-2) , MOR NBC, $29.75 (Blair) Worc Telegram

WAAF-F, 107.3, 18 KW @ 760, AOR (Burk-Abr) , $105.00 (Katz) Park City
WSRS-F, 96.1, 25 KW @ 650, BTFL MUS , $38.00 (MMR) Knight
WQVR-F, 100.1, 3 KW @ 300, COUNTRY , $ 6.25 (Torbet) (SOUTHBRIDGE)

FOR OTHER STATIONS SEE BOSTON AND PROVIDENCE

FOR TV STATIONS SEE BOSTON

NEWSPAPERS

Worcester Telegram	M	55,954
Worcester Gazette	E	89,241

YAKIMA

Market # 188	Revenue : $2,625,157	National Rev: $692,544
Revenue Rank # 161	Income : $ 129,926	Nat Rev per Cap: $3.91
Income Rank # 139	% Rev Gain: +6.7	Tot Rev per Cap: $14.82
APR 17.0	Stations: 17/13	Tot Inc per Cap: $ .79
SMSA Pop: 177,100	Diaries: 573/309:1	Profit Margin: 5.3%
CSI: 1.3 Bil (# 183)	CSI HH: 19.4 M (# 241)	Retail $: .7 Bil (# 196)

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KUTI	60/25.2	19.5	17.9	1. KUTI	64	1. KIT	463/33.0
2. KIT	32/13.4	17.1	13.8	2. KIT	32	2. KUTI	415/27.6
3. KUEZ-F	29/12.2	11.7	13.4	3. KUEZ-F	29	3. KMWX	367/23.6
4. KFFM-F	24/10.1	13.7	15.1	4. KFFM-F	26	4. KFFM-F	366/24.3
5. KATS-F	22/ 9.2	6.8	5.5	5. KATS	22	5. KUEZ-F	332/23.4
6. KMWX	17/ 7.1	9.3	11.5	6. KMWX	20	6. KATS-F	274/19.5
7. KENE	9/ 3.8	1.0	1.4	7. KENE	9	7. KENE	121/ 8.7
8. KBBO	8/ 3.4	2.9	5.0	8. KBBO	8	8. KBBO	107/ 7.7
9. KREW	5/ 2.1	1.0	1.8	9. KREW	5	9. KREW	83/ 5.9
KREW-F	5/ 2.1	1.0	.5	KREW-F	5	10. KONA	81/ 5.7

12+ FM SHARE (METRO): 37.05% (83 of 224) (A/M 80: 41.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFFM-F	1. KUTI	1. KUTI	1. KUTI	1. KUTI	1. KUTI
2. KATS-F	2. KATS-F	2. KATS-F		2. KUEZ-F	2. KIT
3. KMWX	3. KFFM-F	3. KFFM-F		3. KIT	3. KFFM-F

OTHER RATED STATIONS/METRO SHARE

KENE-F	92.7	Toppenish	.8	KARY	1310	Prosser	.4
KRSE-F	98.3		.4	KMO	1360	Tacoma	.8
KVGM	930		1.3	KONA	610	Kennewick	.8
KALE	960	Richland	.8				

FORMATS

	AM	FM	TOTAL	%
COUNTRY	63 (3)	7 (2)	70 (5)	31.3
ROCK/AOR/CONTEMP	19 (2)	46 (2)	65 (4)	29.0
MOR/AC	51 (5)		51 (5)	22.3
BTFL MUSIC		29 (1)	29 (1)	12.9
RELIGION	8 (1)		8 (1)	3.6
UNKNOWN		1 (1)	1 (1)	0.4
			224 (17)	

RADIO STATIONS

KBBO, 1390, 1 KW/500 W (DA-N), RELIGION , $ 5.00 (----)
KENE, 1490, 1 KW , VARIOUS MBS, $ 7.10 (SIR) (TOPPENISH)
KIT , 1280, 5 KW/1 KW , MOR ABC-I, $14.00 (Katz)
KMWX, 1460, 5 KW (DA-N) , CONTEMP NBC, $10.50 (Torbet)
KREW, 1230, 1 KW/250 W , MOR CBS, $ 7.50 (Howard) (SUNNYSIDE)
KUTI, 980, 5 KW , COUNTRY ABC-E, $ 9.00 (PRO)

KATS-F, 94.5, 25 KW @ 910, AOR ABC-F, $11.00 (Katz)
KFFM-F, 107.3, 100 KW @ 970, ROCK (Century 21) Source, $11.50 (Torbet)
KREW-F, 96.7, 3 KW @ 67, COUNTRY CBS, $ 4.00 (Howard) (SUNNYSIDE)
KUEZ-F, 104.1, 63 KW @ 2250, BTFL MUS , $ 9.50 (PRO)

TV STATIONS

KAPP	Yakima	35	ABC, Morgan Murphy
KIMA	Yakima	29	CBS
KNDO	Yakima	23	NBC

NEWSPAPER

Yakima Herald-Republic AD 43,196, Harte-Hanks

YORK

Market # 109
Revenue Rank # 79
Income Rank # 32
APR 17.4
SMSA Pop: 368,100
CSI: 2.9 Bil (# 104)

Revenue : $5,945,866
Income : $1,393,569
% Rev Gain: +27.2
Stations: 28/12
Diaries: 826/446:1
CSI HH: 21.2 M (# 156)

National Rev: $657,971
Nat Rev per Cap: $1.82
Tot Rev per Cap: $16.45
Tot Inc per Cap: $3.86
Profit Margin: 23.4%
Retail $: 1.4 Bil (# 117)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	A/M 79
1. WQXA-F	64/11.6	9.4	9.9	12.5
2. WSBA	61/11.0	11.2	12.6	14.3
3. WRKZ-F	50/ 9.0	6.1	3.2	---
4. WNOW	48/ 8.7	7.4	5.9	11.6
5. WSBA-F	42/ 7.6	9.2	9.7	10.7
6. WYCR-F	41/ 7.4	9.2	9.5	5.2
7. WNCE-F	34/ 6.1	6.5	6.5	5.2
8. WPOC-F	25/ 4.5	4.9	3.0	2.5
WTPA-F	25/ 4.5	1.2	.8	1.1
10. WHVR	16/ 2.9	6.1	2.4	2.0

12+ TSA 1/4	
1. WRKZ-F	175
2. WQXA-F	126
3. WTPA-F	125
4. WHP	123
5. WHP-F	105
6. WNCE-F	89
7. WSBA-F	86
8. WSBA	85
9. WLAN-F	82
10. WYCR-F	56

12+ TSA CUME/MSA CUME RAT	
1. WQXA-F	2023/29.4
2. WRKZ-F	1829/18.1
3. WHP	1514/ 4.7
4. WSBA	1394/29.8
5. WTPA-F	1287/ 8.2
6. WNCE-F	1177/11.2
7. WYCR-F	1157/22.8
8. WSBA-F	1119/15.5
9. WLAN-F	1114/ 6.8
10. WHP-F	1067/ 3.6

12+ FM SHARE (METRO): 65.52% (342 of 522) (A/M 80: 65.24%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXA	1. WQXA-F	1. WQXA-F	1. WSBA	1. WSBA	1. WHP
2. WYCR-F	2. WYCR-F	2. WSBA	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F
3. WTPA-F	3. WRKZ-F	3. WRKZ-F	3. WSBA-F	3. WSBA-F	3. WSBA
	4. WSBA	4. WYCR-F	WQXA-F	4. WNCE-F	4. WQXA-F

OTHER RATED STATIONS/METRO SHARE

WGCB-F	96.1	Red Lion	.5	WIOV-F	105.1	Ephrata	.7
WGET	1320	Gettysburg	2.9	WLAN-F	96.9	Lancaster	1.6
WRHY-F	92.7	Starview	2.2	WQVE-F	93.5	Mechanicsburg	.7
WZIX	1350		2.3	WSFM-F	99.3	Harrisburg	.5
WCMB	1460	Harrisburg	1.4	WBAL	1090	Baltimore	.5
WDAC-F	94.5	Lancaster	.4	WBSB-F	104.3	Baltimore	.7
WHP	580	Harrisburg	1.4	WFRE-F	99.9	Frederick	.9
WHP-F	97.3	Harrisburg	1.6	WIYY-F	97.9	Baltimore	.7
WHYL	960	Carlisle	1.3	WWMD-F	104.7	Hagerstown	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	145 (7)	158 (8)	30.3
COUNTRY	63 (3)	79 (3)	142 (6)	27.2
MOR/AC	104 (5)		104 (5)	19.9
BTFL MUSIC		101 (6)	101 (6)	19.3
BIG BAND/NOST		12 (1)	12 (1)	2.3
RELIGION		5 (2)	5 (2)	1.0
			522 (28)	

RADIO STATIONS

WHVR, 1280, 5 KW/500 W (DA-2), MOR , $11.00 (P/W) (HANOVER)
WNOW, 1250, 1 KW (DAYS) , COUNTRY ABC-I, $45.60 (MMR) Rust
WSBA, 910, 5 KW/1 KW (DA-2) , MOR , $52.50 (Eastman) Susquehanna

WQXA-F, 105.7, 46 KW @ 520, ROCK , $45.60 (MMR) Rust
WSBA-F, 103.3, 7.9 KW @ 750, BTFL MUS , $52.50 (Eastman) Susquehanna
WYCR-F, 98.5, 10.5 KW @ 930, CONTEMP , $26.50 (P/W) (HANOVER)

WPOC-F - See Baltimore

Other Stations - See Harrisburg & Lancaster

TV, ADI and Newspaper info - See Harrisburg

YOUNGSTOWN

Market # 74
Revenue Rank # 98
Income Rank # 131
APR 17.4
SMSA Pop: 547,700
CSI: 4.2 Bil (# 77)

Revenue : $4,836,432
Income : $ 179,462
% Rev Gain: +6.5
Stations: 24/11
Diaries: 858/638:1
CSI HH: 2.3 Bil (# 79)

National Rev: $908,346
Nat Rev per Cap: $1.66
Tot Rev per Cap: $8.89
Tot Inc per Cap: $ .33
Profit Margin: 3.7%
Retail $: 2.3 Bil (# 79)

12+ METRO 1/4/SHARE		O/N 80	A/M 80	O/N 79	A/M 79
1. WKBN-F	90/11.7	12.3	15.5	13.7	16.2
2. WBBW	87/11.4	12.3	14.2	14.4	15.1
3. WKBN	69/ 9.0	9.2	9.5	11.2	8.6
WYFM-F	69/ 9.0	10.5	9.6	10.5	10.6
5. WSRD-F	66/ 8.6	5.7	7.5	4.7	5.1
6. WHOT	63/ 8.2	9.4	10.5	8.9	11.6
7. WQXK-F	45/ 5.9	5.7	2.2	---	.9
8. WFMJ	36/ 4.7	5.5	4.2	5.5	3.5
9. WNIO	33/ 4.3	2.5	1.4	4.4	2.6
10. WMMS-F	30/ 3.9	2.9	3.0	3.1	2.1

12+ TSA 1/4	
1. WKBN-F	168
2. WSRD-F	102
3. WYFM-F	96
4. WBBW	90
5. WKBN	88
6. WHOT	75
7. WQXK-F	53
8. KDKA	51
9. WFMJ	47
10. WPIC	42

12+ TSA CUME/MSA CUME RAT	
1. WYFM-F	2029/31.0
2. WKBN	1936/26.6
3. WKBN-F	1672/25.5
4. WHOT	1375/24.3
5. WSRD-F	1269/20.4
6. WBBW	815/17.6
7. KDKA	765/ 3.8
8. WQXK-F	737/12.3
9. WFMJ	730/13.4
10. WMMS-F	650/11.6

12+ FM SHARE (METRO): 53.05% (374 of 705) (A/M 80: 48.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYFM-F	1. WSRD-F	1. WSRD-F	1. WKBN	1. WKBN-F	1. WHOT+
2. WSRD-F	2. WHOT	2. WHOT	WKBN-F	2. WBBW	2. WBBW
3. WHOT	3. WYFM-F	3. WYFM-F	3. WQXK-F	3. WKBN	3. WKBN
	4. WMMS-F	4. WKBN	4. WHOT	4. WQXK-F	4. WKBN-F

OTHER RATED STATIONS/METRO SHARE

WQOD-F	93.3		.7
WRRO	1440	Warren	2.7
WTCL	1570	Warren	.8
KDKA	1020	Pittsburgh	.5
WAEZ-F	97.5	Akron	.4
WDMT-F	107.9	Cleveland	3.8
WDVE-F	102.5	Pittsburgh	.5
WGBZ-F	95.9	Sharpsville	1.0
WGCL-F	98.5	Cleveland	.5
WKDD-F	96.5	Akron	.4
WPIC	790	Sharon	.5
WTOF-F	98.1	Canton	.8
WWWE	1100	Cleveland	1.0
WWWM-F	105.7	Cleveland	1.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	63 (1)	196 (8)	259 (9)	36.7
MOR/AC	148 (7)		148 (7)	21.0
BTFL MUSIC		98 (3)	98 (3)	13.9
NEWS/TALK	87 (1)		87 (1)	12.3
COUNTRY	33 (1)	45 (1)	78 (2)	11.1
BLACK		29 (1)	29 (1)	4.1
RELIGION		6 (1)	6 (1)	0.9
			705 (25)	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W , TALK ABC-E,ABC-I, $32.00 (Mc-Guild)
WFMJ, 1390, 5 KW (DA-N) , MOR NBC, $21.75 (Howard)
WHOT, 1330, 500 W/1 KW (DA-2),ROCK , $26.00 (Eastman) Myron Jones
WKBN, 570, 5 KW (DA-N) , MOR CBS, $45.00 (Katz)
WNIO, 1540, 500 W (DAYS,DA) , COUNTRY MBS, $16.00 (Lotus)
WPIC, 790, 1 KW (DAYS) , MOR ABC-I, $26.00 (Torbet) Regional (SHARON)

WSRD-F, 101.1, 16 KW @ 710, AOR , $26.00 (Eastman) Myron Jones
WKBN-F, 98.9, 9 KW @ 1370, BTFL MUS (Bonne) , $45.00 (Katz)
WQXK-F, 105.1, 88 KW @ 400, COUNTRY (Drake-Chen) , $ 8.00 (MMR) Rust (SALEM)
WYFM-F, 102.9, 26 KW @ 455, ROCK , $36.00 (Torbet) Regional (SHARON)

KDKA - See Pittsburgh WMMS-F - See Cleveland

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

CONTINUATION PAGE

NEW YORK

NEWSPAPERS

New York Times	M	914,938
New York News	M	1,554,604, Chicago Tribune
New York Post	E	654,314, Murdoch
Long Is. Newsday	E	492,580, Times-Mirror
Newark Star-Ledger	M	407,844, Newhouse

BAKERSFIELD

RADIO STATIONS

KGFM-F, 101.5, 4.8 KW @ 1280, BTFL MUS (TM) , $12.00 (Selcom)
KKXX-F, 107.9, 5.5 KW @ 1340, ROCK , $23.25 (Christal) Buck Owens
KLYD-F, 94.1, 4.5 KW @ 1310, AC ABC-E, $18.00 (CBS/FM)

TV STATIONS

KBAK	Bakersfield	29	ABC, Harriscope	KPWR	Bakersfield	17	CBS, Gillett
KERO	Bakersfield	23	NBC, McGraw-Hill				

NEWSPAPER

Bakersfield Californian	E	70,121

RIVERSIDE-SAN BERNARDINO-ONTARIO

TV STATIONS

KDUO-F, 72 KW @ 1600, BTFL MUS (Century 21) , $46.38 (Blair)
KGGI-F, 49 KW @ 165, ROCK , $25.50 (Torbet)
KOLA-F, 31 KW @ 1630, ROCK ABC-F, $19.50 (Masla)

FOR OTHER STATIONS, TV AND NEWSPAPERS SEE LOS ANGELES

WILMINGTON, DEL

RADIO STATIONS

WDSD-F, 94.7, 50 KW @ 400, COUNTRY MBS, $11.38 (Masla) Rau (DOVER)

FOR OTHER STATIONS AND TV STATIONS SEE PHILADELPHIA

NEWSPAPER

Wilmington News, Journal M - 50,970 E - 80,149, Gannett

ALLENTOWN-BETH-EASTON

RADIO STATIONS

WFMZ-F, 100.7, 13 KW @ 870, BTFL MUS (Master) , $17.00 (Masla)
WLEV-F, 96.1, 50 KW @ 500, CONTEMP (Drake-Chen) , $45.00 (Katz) Sound Communi
WQQQ-F, 99.9, 50 KW @ 456, BTFL MUS , $23.00 (Torbet)
WXKW-F, 104.1, 50 KW @ 500, COUNTRY (Drake-Chen) , $40.60 (Eastman) Rust
WZZO-F, 95.1, 12 KW @ 630, AOR (Burk-Abr) , $26.38 (Christal) Holt

TV STATIONS

WFMZ	Allentown	69	IND

NEWSPAPERS

Allen Call	M	103,258
Beth Globe	E	34,696
Easton Express	E	51,828

WEST PALM BEACH

RADIO STATIONS

WEAT-F, 104.5, 100 KW @ 520, BTFL MUS (Schulke) , $48.00 (Katz) Curt Gowdy
WIRK-F, 107.9, 100 KW @ 400, COUNTRY , $38.75 (Mc-Guild)
WNJY-F, 94.3, 3 KW @ 480, BTFL MUS (FM-100) , $21.00 (Christal) Patten
WRMF-F, 97.9, 100 KW @ 400, SOFT ROCK , $25.50 (Blair) Fairbanks
WIZD-F, 98.7, 100 KW @ 1400, AOR , $20.00 (HR/Stone) (FORT PIERCE)

Other Stations - See Miami and Ft. Lauderdale

TV STATIONS

WPTV	West Palm Beach	5	NBC, Scripps-Howard
WPEC	West Palm Beach	12	ABC

NEWSPAPERS

West Palm Beach Post	M	93,117, Cox
West Palm Beach Times	E	31,019, Cox

GREENSBORO/WINSTON-SALEM

RADIO STATIONS

WGLD-F, 100.3, 100 KW @ 400, BTFL MUS (Bonne) , $47.75 (Blair) Mann Media
WKZL-F, 107.5, 100 KW @ 500, ROCK , $65.00 (Katz)
WQMG-F, 97.1, 20 KW @ 555, BLACK , $26.25 (Howard)
WRQK-F, 98.7, 100 KW @ 380, ROCK MBS, $36.00 (Eastman)
WSEZ-F, 93.1, 100 KW @ 383, ROCK RKO, $26.25 (Torbet)
WTQR-F, 104.1, 100 KW @ 2380, COUNTRY (Drake-Chen) , $85.00 (Mc-Guild) Summit

WRAL-F - See Raleigh WSOC-F, WEZC-F - See Charlotte

TV STATIONS

WFMY	Greensboro	2	CBS
WGHP	High Point	8	ABC, Harte-Hanks
WXII	Winston Salem	12	NBC, Multimedia

NEWSPAPERS

Greensboro News	(M-83,604), Landmark	(E-31,823), Landmark
High Point Enterprise	E 30,508	
Winston Salem Journal	(M-71,696), Sentinel	(E-37,731), Media General

UTICA-ROME

WKTV	Utica	2	NBC
WUTR	Utica	20	ABC, Park

NEWSPAPERS

Utica Press	M	29,068, Gannett
Utica Observer-Dispatch	E	37,652, Gannett
Rome Sentinel	E	19,856

ROCHESTER

RADIO STATIONS

WPXY-F, 97.9, 50 KW @ 500, SOFT ROCK (TM) MBS, $34.00 (RKO) Associated
WVOR-F, 100.5, 50 KW @ 350, AC , $52.50 (HR/Stone)

TV STATIONS

WHEC	Rochester	10	CBS, BENI
WOKR	Rochester	13	ABC
WROC	Rochester	8	NBC, Ziff-Davis

NEWSPAPERS

Rochester Demo & Chronicle	M	125,316, Gannett
Rochester Times-Union	E	121,897, Gannett

SYRACUSE

TV STATIONS

WIXT	Syracuse	9	ABC, NY Coke
WSTM	Syracuse	3	NBC, Newhouse
WTVH	Syracuse	5	CBS, Meredith

NEWSPAPERS

Syracuse Herald Journal	E	113,678, Newhouse
Syracuse Post Standard	M	82,121, Newhouse

JACKSONVILLE

TV STATIONS

WAWS	Jacksonville	30	IND, Malrite
WJKS	Jacksonville	17	ABC, Ziff-Davis
WTLV	Jacksonville	12	NBC, Harte-Hanks
WXAO	Jacksonville	47	IND
WJXT	Jacksonville	4	CBS, Post-News

NEWSPAPERS

Florida Times-Union	M	153,508
Jacksonville Journal	E	47,177

ALBUQUERQUE

TV STATIONS

KGGM	Albuquerque	13	CBS, Harriscope
KOAT	Albuquerque	7	ABC, Pulitzer
KMXN	Albuquerque	23	IND
KOB	Albuquerque	4	NBC, Hubbard

NEWSPAPERS

Albuquerque Journal	M	84,364, Scripps-Howard
Albuquerque Tribune	E	43,769, Scripps-Howard

EL PASO

TV STATIONS

KDBC	El Paso	4	CBS, Charleston (SC) News
KTSM	El Paso	9	NBC
KVIA	El Paso	13	ABC, Marsh Media
KCIK	El Paso	14	IND
XEJ	Cuidad Juarez	5	IND

NEWSPAPERS

El Paso Herald	E	34,920, Scripps-Howard
El Paso Times	M	56,932, Gannett

FRESNO

KKNU-F, 102.7, 50 KW @ 500, BTFL MUS (Schulke) , $30.00 (Torbet)
KYNO-F, 95.5, 50 KW @ 318, ROCK (Drake-Chen) , $40.00 (Eastman)
KBOS-F, 94.9, 850 W @ 2550, ROCK ABC-C, $22.75 (Christal)
KIOY-F, 103.7, 50 KW @ 500, CONTEMP , $25.00 (Christal) (HANFORD)

TV STATIONS

KAIL	Fresno	53	IND	KFTV	Hanford	21	IND, Spanish Inter
KMJ	Fresno	24	NBC, McClatchy	KJEO	Fresno	47	ABC, Retlaw
KFSN	Fresno	30	CBS, Cap Cities	KMPH	Tulare	26	IND

NEWSPAPER

Fresno Bee	M	130,279, McClatchy

HONOLULU

TV STATIONS

KITV	Honolulu	4	ABC
KGMB	Honolulu	9	CBS, Lee

NEWSPAPERS

Honolulu Advertiser	M	85,640, Gannett
Honolulu Star-Bulletin	E	118,952, Gannett

HUNTSVILLE

NEWSPAPERS

Huntsville Times	E	52,011, Newhouse
Huntsville News	M	13,476, Newhouse
Decatur Daily	E	23,197

JOHNSON CITY-KINGSPORT-BRISTOL

TV STATIONS

WJHL	Johnson City	11	CBS, Park
WKPT	Kingsport	19	ABC
WCYB	Bristol	5	NBC

NEWSPAPERS

Johnson City Press-Chronicle		(M-4,469)	(E-22,306)
Bristol Herald-Courier	M	29,775	
Bristol Virginia-Tennessean	E	9,775	
Kingsport News	M	4,654	
Kingsport Times	E	39,901	

SAN ANTONIO

RADIO STATIONS

KQXT-F, 101.9, 100 KW @ 670, BTFL MUS (Schulke)	, $60.00	(Katz)	Tichenor
KTFM-F, 102.7, 99 KW @ 660, ROCK	, $70.00	(Blair)	
KVAR-F, 104.5, 100 KW @ 750, SPANISH	, $29.00	(Lotus)	Lotus
KZZY-F, 100.3, 100 KW @ 580, ROCK (Burk-Abr)	, $30.00	(RKO)	Southwestern
WOAI-F, 97.3, 100 KW @ 472, AC	, $20.00	(Eastman)	Clear Channel

TV STATIONS

KENS	San Antonio	5	CBS, Harte-Hanks
KMOL	San Antonio	4	NBC, 20th Century Fox
KSAT	San Antonio	12	ABC, Outlet
KWEX	San Antonio	41	IND, Spanish International

NEWSPAPERS

San Antonio Light	E	122,600
San Antonio Express	M	82,371
San Antonio News	E	76,594

YOUNGSTOWN

TV STATIONS

WFMJ	Youngstown	21	NBC, Youngstown Vindiacator
WKBN	Youngstown	27	CBS
WYTV	Youngstown	33	ABC

NEWSPAPER

Youngstown Vindicator	E	103,310

SECTION C

OTHER MARKET REPORTS

ARBITRON CONDENSED RADIO MARKET REPORTS
AND
MEDIASTAT REPORTS

ARBITRON CONDENSED RADIO MARKET REPORTS

ABERDEEN,WA

Market # NA/Pop: 69,700	Revenue : NA	Diaries: 293
APR 14.8	Income : NA	FM SHARE: 40.00%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME	
1. KGHO-F+	25/30.5	1. KGHO-F+	29/287
2. KXRO	17/20.7	2. KXRO	17/238
3. KBKW	14/17.1	3. KBKW	14/152

KGHO-F+, 95.3, 1.2 KW @ 450, ROCK , $7.00 (Savalli) (HOQUIAM)
KXRO, 1320, 5 KW/1 KW (DA-N), MOR , $9.74 (PRO)
KBKW, 1450, 1 KW/250 W, COUNTRY ABC-I, $7.50 (Savalli)

ABILENE,TX

Market # 220/Pop: 141,900	Revenue : $1,570,672	Diaries: 262
APR 15.0	Income : $ 36,042	FM SHARE: 48.30%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME	
1. KEAN-F	34/19.7	21.0	11.9	1. KEAN-F	57/664
2. KRBC	25/14.5	10.2	20.3	2. KRBC	28/558
3. KFMN-F	22/12.7	9.0	9.8	3. KFMN-F	25/320
4. KEAN	19/11.0	12.0	4.9	4. KORQ-F	21/394
5. KBER	12/ 6.9	12.6	2.8	5. KEAN	20/264

KEAN, 1280, 500 W (DAYS), COUNTRY MBS, $12.00 (PRO)
KEAN-F, 105.1, 100 KW @ 808, COUNTRY MBS, $ 5.00 (PRO)
KFMN-F, 107.9, 100 KW @ 285, ROCK ABC-F, $13.00 (Buckley)
KRBC, 1470, 5 KW/1 KW (DA-N), AC ABC-C, $21.00 (M-Guild)
KBER, 1560, 500 W (DAYS), BIG BAND/NOST (Al Ham) MBS, $ 8.00 (Lotus)
KORQ-F, 100.7, 100 KW @ 1280, CONTEMP NBC, $ 9.00 (Selcom)

ALBANY, GA

Market # 258/Pop: 111,700	Revenue : $1,892,758	Diaries: 296
APR 15.8	Income : $ 70,467	FM SHARE: 74.81%

12+ METRO 1/4/SHARE		A/M 80	12+ TSA 1/4/CUME	
1. WJIZ-F	60/43.5	41.0	1. WJIZ-F	99/578
2. WWCW-F	14/10.1	13.3	2. WWCW-F	31/328
3. WGPC-F	12/ 8.7	5.7	3. WJAD-F	17/254
4. WJAZ	11/ 8.0	11.4	4. WJAZ	16/190
WJAD-F	11/ 8.0	5.7	WGPC-F	16/184

WJAZ, 960, 5 KW (DAYS,DA), COUNTRY NBC, $ 7.00 (Bolton)
WJIZ-F, 96.3, 100 KW @ 470, BLACK SBN, $12.00 (----) James Rivers
WWCW-F, 101.7, 3 KW @ 300, COUNTRY ABC-I, $? ? (Masla)
WGPC-F, 104.5, 43 KW @ 140, BTFL MUSIC CBS, $ 6.00 (Southern)
WJAD-F, 97.3, 100 KW @ 850, ROCK MBS, $ 9.25 (Busby) (BAINBRIDGE)

ALBANY-CORVALLIS-LEBANON, OR

Market # NA/Pop: 93,500 — Revenue : NA — Diaries: 322
APR 14.7 — Income : NA — FM SHARE: 59.86%

12+ METRO 1/4/SHARE		A/M 80
1. KRKT-F+	21/10.9	11.6
2. KFLY	13/ 6.7	8.7
KPNW-F	13/ 6.7	5.2
4. KIQY-F	10/ 5.2	6.9
KEJO-F	10/ 5.2	3.5

12+ TSA 1/4/CUME	
1. KRKT-F+	21/299
2. KFLY	13/361
KPNW-F	13/103
KSKD-F	13/148
KUPL-F	13/133

KSKD - See Salem Condon
KUPL - See Portland

KRKT-F+, 99.9, 100 KW @ 1075, COUNTRY — ABC-I, $11.00 (Roslin)
KFLY, 1240, 1 KW/250 W, ROCK — ABC-C, $11.00 (S/R)
KIQY-F, 103.7, 53 KW @ 380, CONTEMP — , $ 9.50 (Bdcst NW) Stereo Bdcst Corp
KEJO-F, 101.5, 28 KW @ 100, ROCK (TM) — ABC-F, $10.00 (S/R)

ALEXANDRIA, LA

Market # 210/Pop: 149,500 — Revenue : $1,545,676 — Diaries: 317
APR 17.1 — Income : $ 24,517 — FM SHARE: 51.28%

12+ METRO 1/4/SHARE	
1. KTIZ-F	41/19.6
2. KQID-F	35/16.7
3. KALB	27/12.9
4. KDBS	26/12.4
5. KRRV-F	24/11.5

12+ TSA 1/4/CUME	
1. KTIZ-F	102/684
2. KQID-F	58/689
3. KRRV-F	36/447
4. KALB	34/624
5. KDBS	27/248

KALB, 580, 5 KW/1 KW (DA-N), COUNTRY — CBS, $17.00 (HR/Stone)
KDBS, 1410, 1 KW (DAYS), BIG BAND/NOST (Al Ham) — ABC-C, $11.50 (Pates)
KQID-F, 93.1, 100 KW @ 1008, ROCK — ABC-F, $ 9.00 (Savalli)
KRRV-F, 100.3, 29 KW @ 130, COUNTRY — ABC-E, $ 9.00 (Smith)
KTIZ-F, 96.9, 100 KW @ 850, BLACK — NBN, $ 9.75 (HR/Stone)

ANN ARBOR, MI

Market # 148/Pop: 261,700 — Revenue : $1,080,856 — Diaries: 323
APR 13.6 — Income : $ -314,557 — FM SHARE: 59.61%

12+ METRO 1/4/SHARE		A/M 80
1. WJR	57/19.1	21.6
2. WNIC-F	19/ 6.4	3.1
WRIF-F	19/ 6.4	9.3
4. WMJC-F	17/ 5.7	7.9
5. WLLZ-F	15/ 5.0	---

12+ CUME	
1. WJR	840
2. WRIF-F	434
3. CKLW	431
4. WNIC-F	361
5. WABX-F	350

For all stations see Detroit

AUGUSTA-WATERVILLE, ME

Market # NA/Pop: NA — Revenue : NA — Diaries: 269
APR 16.6 — Income : NA — FM SHARE: 88.41%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WABK-F+	32/21.2	25.8	24.0
2. WGAN-F	22/14.6	6.1	8.8
3. WBLM-F	19/12.6	9.5	8.0
4. WIGY-F	18/11.9	15.0	13.6
5. WBGW-F	13/ 8.6	3.4	4.0

12+ TSA 1/4/CUME	
1. WBLM-F	36/362
2. WABK-F+	35/490
3. WGAN-F	30/266
4. WIGY-F	22/356
5. WBGW-F	21/171

Other stations see Portland or Bangor

WABK-F+, 104.3, 15 KW @ 340, AC — ABC-I, $10.50 (PRO)

BANGOR, ME

Market # 215/Pop: 143,300
APR 16.8

Revenue : NA
Income : NA

Diaries: 269
FM SHARE: 70.18%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WBGW-F	43/22.4	22.5	16.9
2. WPBC-F	34/17.7	12.6	9.0
3. WACZ	23/12.0	16.5	23.7
4. WABI	22/11.5	8.2	16.9
5. WGUY-F+	20/10.4	14.3	10.2

12+ TSA 1/4/CUME	
1. WBGW-F	82/770
2. WPBC-F	65/513
3. WACZ	43/768
4. WDEA-F+	34/397
5. WTOS-F	33/503

WABI, 910, 5 KW (DA-N), MOR
WACZ, 620, 5 KW (DA-N), ROCK
WBGW-F, 97.1, 5 KW @ 1228, COUNTRY
WGUY-F+, 100.9, 1 KW @ 484, CONTEMP
WDEA-F, 95.7, 50 KW @ 316, MOR
WPBC-F, 92.9, 15 KW @ 781, BTFL MUS
WTOS-F, 105.1, 25 KW @ 2420, ROCK (TM)

ABC-C,	$11.06	(Torbet)	Hildreth
NBC,	$22.25	(Savalli)	
ABC-E,	$12.13	(Torbet)	Hildreth
,	$10.00	(Masla)	
CBS,	$ 8.75	(Devney)	
,	$16.00	(Groskin)	
Source,	$13.50	(Queen)	

BATTLE CREEK, MI

Market # 182/Pop: 184,900
APR 16.3

Revenue : $1,626,903
Income : $ 114,312

Diaries: 325
FM SHARE: 64.94%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WBCK	46/18.4	18.6	15.8
2. WJXQ-F	26/10.4	----	----
3. WOOD-F	25/10.0	6.8	6.6
4. WKFR-F	20/ 8.0	10.0	6.6
5. WNWN-F	17/ 6.8	7.2	3.5

12+ TSA 1/4/CUME	
1. WKFR-F	68/835
2. WBCK	48/483
3. WNWN-F	45/510
4. WQLR-F	43/539
5. WOOD-F	42/579

WJXQ - See Lansing
WNWN,WKFR,WQLR - See Kalamazoo
WOOD - See Grand Rapids

WBCK, 930, 5 KW/1 KW (DA-2), MOR

NBC, $17.00 (Masla)

BECKLEY, WV

Market # NA/Pop: NA
APR 15.8

Revenue : NA
Income : NA

Diaries: 209
FM SHARE: 46.15%

12+ METRO 1/4/SHARE		A/M 79
1. WJLS	39/35.1	34.7
2. WCIR-F+	22/19.8	25.5
3. WTNJ-F	18/16.2	----
4. WWNR	14/12.6	18.4

12+ TSA 1/4/CUME	
1. WJLS	52/619
2. WCIR-F+	51/569
3. WTNJ-F	30/360
4. WWNR	26/403

WJLS, 560, 5 KW/500 W (DA-N), COUNTRY
WWNR, 620, 1 KW/500 W (DA-N), CONTEMP
WCIR-F+, 103.7, 25 KW @ 355, ROCK
WTNJ-F, 105.9, 50 KW @ 500, COUNTRY (TM)

CBS,	$10.50	(Regional)	
ABC-C,	$ 8.00	(Katz)	Gulf/Rahall
Source,	$ 9.50	(----)	
,	$10.00	(----)	(MOUNT HOPE)

BELLINGHAM, WA

Market # 264/Pop: 108,000 — Revenue : NA — Diaries: 247
APR 17.3 — Income : NA — FM SHARE: 47.58%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KGMI	25/15.9	25.0	26.1
2. KNWR-F	24/15.3	1.8	5.4
3. KISM-F	18/11.5	---	5.4
4. KBFW	14/ 8.9	10.7	15.2

12+ CUME	
1. KGMI	320
2. KNWR-F	239
3. KPUG	211
4. KISM-F	121

KBFW, 930, 1 KW (DAYS), COUNTRY	, $12.00	(Roslin)	Sterling
KPUG, 1170, 10 KW/5 KW (DA-N), CONTEMP (TM)	MBS, $11.50	(Masla)	
KGMI, 790, 5 KW/1 KW (DA-N), MOR	ABC-I, $11.00	(Market 4)	
KNWR-F, 104.3, 60 KW @ 2310, ROCK (TM)	, $10.50	(Masla)	
KISM-F, 92.9, 50 KW @ 2800, AOR	ABC-F, $10.75	(Market 4)	

BEND, OR

Market # NA/Pop: NA — Revenue : NA — Diaries: 215
APR 15.7 — Income : NA — FM SHARE: 60.27%

12+ METRO 1/4/SHARE	
1. KXIQ-F	19/23.2
2. KICE-F	16/19.5
3. KGRL	11/13.4
4. KBND	9/11.0
KPRB	9/11.0

12+ TSA 1/4/CUME	
1. KXIQ-F	24/244
2. KICE-F	17/199
3. KGRL	11/140
KPRB	11/178
5. KBND	10/206

KGRL, 940, 1 KW (DAYS), AC	, $10.00	(Lotus)	Capps
KBND, 1110, 10 KW/1 KW (DA-N), AC	CBS, $ 9.50	(PRO)	
KPRB, 1240, 1 KW/250 W, COUNTRY	ABC-I, $ 6.50	(S/R)	(REDMOND)
KXIQ-F, 94.1, 50 KW @ 590, ROCK (TM)	, $11.00	(Buckley)	Capps
KICE-F, 100.7, 50 KW @ 598, COUNTRY	ABC-E, $10.58	(Blair)	

BILOXI-GULFPORT, MS

Market # 180/Pop: 186,400 — Revenue : $2,581,722 — Diaries: 467
APR: 16.3 — Income : $ 208,367 — FM SHARE: 57.71%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WQID-F	97/24.5	23.5	36.4
2. WVMI	55/13.9	12.4	13.1
3. WROA	20/ 5.1	1.3	2.4
4. WTAM	18/ 4.5	1.6	1.5
5. WZKX-F	17/ 4.3	6.5	7.8

12+ TSA 1/4/CUME	
1. WQID-F	97/1017
2. WVMI	56/ 686
3. WROA	20/ 285
4. WTAM	18/ 211
5. WZKX-F	17/ 169

WROA, 1390, 5 KW (DA-2), MOR (Century 21)	NBC, $ 9.00	(Buckley)	
WVMI, 570, 5 KW/1 KW (DA-2), COUNTRY	ABC-E, $19.30	(Torbet)	New South
WTMA, 1240, 1 KW/250 W, BLACK	ABC-I, $11.00	(Howard)	Roden
WQID-F, 93.7, 100 KW @ 400, ROCK	ABC-C, $24.20	(Torbet)	New South
WZKX-F, 107.1, 3 KW @ 400, ROCK (Century 21)	Source, $ 9.00	(Buckley)	

BISMARCK, ND

Market # 307/Pop: 80,800 Revenue : NA Diaries: 213
APR 17.4 Income : NA FM SHARE: 27.27%

12+ METRO	1/4/SHARE	A/M 80
1. KBMR	37/32.7	29.7
2. KFYR	33/29.2	30.6
3. KYYY-F	18/15.9	23.4
4. KQDY-F	8/ 7.1	5.4
KBOM	8/ 7.1	6.3

12+ TSA	1/4/CUME
1. KFYR	113/1554
2. KBMR	64/ 479
3. KSJB	47/ 541
4. KYYY-F	28/ 360
5. KQDY-F	15/ 234

KBMR, 1130, 10 KW (DAYS), COUNTRY	ABC-I, $24.00	(Buckley)	
KBOM, 1270, 1 KW/250 W, MOR	CBS, $ 9.00	(Masla)	
KFYR, 550, 5 KW (DA-N), CONTEMP/AC	NBC, $31.88	(Blair)	Meyer
KSJB, 600, 5 KW (DA-1), COUNTRY	, $18.00	(Torbet)	(JAMESTOWN)
KQDY-F, 94.5, 100 KW @ 1090, COUNTRY	ABC-C, $ 6.00	(Buckley)	
KYYY-F, 92.9, 100 KW @ 1180, ROCK	Source, $10.63	(Blair)	Meyer

BOULDER

Market # NA/Pop: NA Revenue : NA Diaries: 274
APR 15.8 Income : NA FM SHARE: 62.38%

12+ METRO	1/4/SHARE
1. KBPI-F	32/12.5
2. KBCO-F	22/ 8.6
3. KLZ	21/ 8.2
4. KOSI-F	20/ 7.8
5. KOAQ-F	18/ 7.1

12+ CUME	
1. KBPI-F	394
2. KIMN	371
3. KOAQ-F	300
4. KBCO-F	258
5. KOSI-F	255

Other Stations - See Denver

KBCO-F, 97.3, 25 KW @ 1860, AOR , $37.00 (Masla)

BOZEMAN, MT

Market # NA/Pop: NA Revenue : NA Diaries: 216
APR 13.9 Income : NA FM SHARE: 20.31%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KBOZ	12/23.5	40.0	43.8
2. KXXL	8/15.7	20.0	18.8
3. KBZN-F	7/13.7	----	----
KBMN	7/13.7	12.5	14.6

12+ TSA	1/4/CUME
1. KBOZ	15/259
2. KBZN-F	10/115
3. KXXL	8/114
4. KBMN	7/182

KBOZ, 1090, 5 KW (DA-N), AC	NBC, $10.65	(McGuire)
KXXL, 1450, 1 KW/250 W, COUNTRY	, $? ?	(PRO)
KBMN, 1230, 1 KW/250 W, CONTEMP	ABC-I, $11.50	(Eastman)

KBZN-F, 93.7, 100 KW @ 248, COUNTRY (Century 21)

BURLINGTON, VT

Market # NA/Pop: 96,100 (12+)
APR 15.8
Revenue : NA
Income : NA
Diaries: 299
FM SHARE: 55.97%

12+ METRO	1/4/SHARE
1. WQCR-F	36/23.7
2. WKDR	26/17.1
3. WVMT	18/11.8
4. WEZF-F	16/10.5
5. WJOY	12/ 7.9

12+ TSA	1/4/CUME
1. WKDR	65/462
2. WQCR-F	47/731
3. WEZF-F	46/540
4. WLFE-F	37/335
5. CHOM-F	31/370

WKDR, 1070, 5 KW (DAYS), COUNTRY	ABC-E,	$13.10	(PRO)		(PLATTSBURGH)
WJOY, 1230, 1 KW/250 W, MOR/AC	CBS,	$11.25	(PRO)		
WVMT, 620, 5 KW (DA-2), CONTEMP/AC	NBC,	$13.50	(Torbet)	Goldman	
WEZF-F, 92.9, 36 KW @ 2703, BTFL MUS	,	$15.50	(Buckley)		
WQCR-F, 98.9, 50 KW @ 310, ROCK (TM)	,	$16.25	(PRO)		
WLFE-F, 102.3, 3 KW @ 215, COUNTRY	,	$ 8.40	(PRO)		(ST. ALBANS)
CHOM-F, 97.7, 41 KW @ ? ?, AOR	,	$. ? ?	(Major Market)		(MONTREAL)

CAPE COD, MA

Market # NA/Pop: 127,300 (12+)
APR 14.8
Revenue : NA
Income : NA
Diaries: 383
FM SHARE: 70.83%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WQRC-F	27/14.3	18.3	13.1
2. WCOD-F	18/ 9.5	10.1	11.8
3. WOCB	16/ 8.5	6.9	5.0
WSOX-F	16/ 8.5	7.8	7.7
5. WKZE-F	13/ 6.9	8.7	7.7

12+ TSA	1/4/CUME
1. WQRC-F	31/334
2. WCOD-F	19/279
WOCB	19/294
4. WSOX-F	17/217
5. WCIB-F	15/212

WOCB, 1240, 1 KW.250 W, AC	NBC,	$17.78	(Buckley)	Sconnix	(W. YARMOUTH)
WCOD-F, 106.1, 50 KW @ 450, SOFT ROCK	ABC-C,	$30.00	(MMR)		(HYANNIS)
WQRC-F, 99.9, 50 KW @ 445, BTFL MUS (FM-100)	,	$17.65	(Torbet)		(GARNSTABLE)
WSOX-F, 94.9, 50 KW @ 245, BTFL MUS	NBC,	$17.78	(Buckley)	Sconnix	(W. YARMOUTH)
WKZE-F, 104.7, 50 KW @ 500, ROCK	,	$16.00	(Mc-Guild)		(ORLEANS)
WCIB-F, 101.9, 50 KW @ 280, CONTEMP	,	$30.00	(Lotus)		(FALMOUTH)

CASPER, WY

Market # 321/Pop: 72,100
APR 15.2
Revenue : NA
Income : NA
Diaries: 194
FM SHARE: 11.63%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KATI	31/34.4	29.7	30.2
2. KVOC	23/25.6	27.0	34.9
3. KTWO	22/24.4	29.7	23.8
4. KAWY-F	10/11.1	8.1	9.5

12+ TSA	1/4/CUME
1. KTWO	33/527
2. KATI	31/320
3. KVOC	24/331
4. KAWY-F	15/211

KATI, 1400, 1 KW/250 W, ROCK	CBS,	$16.00	(Masla)	Stuart
KVOC, 1230, 1 KW/250 W, COUNTRY	ABC-I,	$16.75	(Eastman)	
KTWO, 1030, 50 KW (DA-N), MOR	NBC,	$28.50	(Katz)	Harriscope
KAWY-F, 94.5, 65 KW @ 1908, COUNTRY (TM)	,	$11.25	(Masla)	Stuart

CHARLOTTESVILLE, VA

Market # 287/Pop: 93,800	Revenue : NA	Diaries: 185
APR 15.7	Income : NA	FM SHARE: 35.40%

	12+ METRO	1/4/SHARE	A/M 80	A/M 79
1.	WCHV	34/26.4	23.0	35.6
2.	WWWV-F	18/14.0	11.5	14.4
3.	WPED+	17/13.2	14.2	10.6
4.	WINA	16/12.4	15.0	9.6
5.	WXAM	11/ 8.5	8.0	6.7

	12+ TSA	1/4/CUME
1.	WCHV	39/498
2.	WINA	24/402
	WPED+	24/204
4.	WWWV-F	22/284
5.	WXAM	13/244

WCHV, 1260, 5 KW/1 KW (DA-2), AC	ABC-I,$14.35	(Savalli)
WPED+, 810, 500 W (DAYS), COUNTRY	,$ 7.90	(----)
WINA, 1070, 5 KW (DA-N), MOR	CBS, $13.00	(PRO)
WXAM, 1400, 1 KW/250 W, MOR	ABC-C, $10.90	(----)
WWWV-F, 97.5, 50 KW @ 450, AOR	RKO, $13.05	(Savalli)

CHAMPAIGN-URBANA, IL

Market # 196/Pop:167,900	Revenue : $2,375,242	Diaries: 301
APR 16.6	Income : $ -31,891	FM SHARE: 64.74%

	12+ METRO	1/4/SHARE	A/M 80	A/M 79
1.	WLRW-F	41/17.7	13.5	10.2
2.	WDWS	30/12.9	12.4	11.7
3.	WKIO-F	29/12.5	11.4	14.3
4.	WDWS-F	24/10.3	9.8	9.7
5.	WPGU-F	12/ 5.2	11.9	1.5

	12+ TSA	1/4/CUME
1.	WLRW-F	47/549
2.	WDWS	32/433
3.	WKIO-F	30/376
4.	WDWS-F	26/366
5.	WLS	22/451

WLS - See Chicago

WDWS, 1400, 1 KW/250 W, MOR	CBS, $27.00	(Mc-Guild)
WDWS-F, 97.5, 50 KW @ 424, BTFL MUS	, $14.00	(Mc-Guild)
WLRW-F, 94.5, 43 KW @ 401, ROCK (Drake-Chen)	ABC-E, $14.00	(PRO)
WKIO-F, 103.9, 3 KW @ 150, CONTEMP	ABC-F, $19.00	(Savalli)
WPGU-F, 3 KW @ 235, AOR	Source, $11.50	(Masla)

CHEYENNE,WY

Market # 322/Pop: 71,900	Revenue : NA	Diaries: 225
APR 15.0	Income : NA	FM SHARE: 39.44%

	12+ METRO	1/4/SHARE	A/M 80	A/M 79
1.	KFBC	15/17.9	20.8	18.8
2.	KFBQ-F	14/16.7	15.3	20.0
3.	KUUY	9/10.7	8.3	1.3
4.	KKAZ-F	8/ 9.5	12.5	16.3
5.	KRAE	6/ 7.1	8.3	7.5

	12+ CUME	
1.	KFBC	196
2.	KFBQ-F	185
3.	KIMN	149
4.	KKAZ-F	134
5.	KUUY	127

KIMN - See Denver

KFBC, 1240, 1 KW/250 W, MOR	ABC-I, $12.00	(Eastman)	
KRAE, 1480, 1 KW (DA-1), MOR	, $ 6.00	(PRO)	
KUUY, 1530, 10 KW/1 KW (DA-2), COUNTRY	MBS, $ 9.25	(Masla)	Mesa
KKAZ-F, 100.7, 100 KW @ 490, CONTEMP (Century 21)	, $ 9.25	(Masla)	Mesa
KFBQ-F, 97.9, 100 KW @ 580, ROCK (Drake-Chen)	ABC-F, $ 9.25	(Eastman)	

CHICO, CA

Market # NA/Pop: 125,200 (12+)	Revenue : NA	Diaries: 261
APR 14.9	Income : NA	FM SHARE: 62.00%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KNVR-F	25/13.4	11.2	16.8
2. KHSL	20/10.8	8.0	5.6
3. KSFM-F	18/ 9.7	4.3	---
4. KPAY-F	16/ 8.6	11.2	8.9
5. KFMF-F	14/ 7.5	6.9	3.9

12+ TSA	1/4/CUME
1. KHSL	41/470
2. KNVR-F	32/327
3. KPAY	28/502
4. KPAY-F	22/351
5. KSFM-F	19/183

KSFM - See Sacramento

KHSL, 1290, 5 KW (DA-N), COUNTRY	CBS, $10.90	(Torbet)
KPAY, 1060, 10 KW (DA-N), MOR	NBC, $12.00	(Katz)
KPAY-F, 95.1, 6 KW @ 1170, BTFL MUS (Bonne)	, $ 8.50	(Katz)
KFMF-F, 93.7, 15 KW @ 290, CONTEMP	ABC-F, $ 8.00	(PRO)
KNVR-F, 96.7, 3 KW @ 285, ROCK	Source, $ 7.50	(Masla)

DANBURY, CT

Market # 260/Pop: 119/100	Revenue : NA	Diaries: 212
APR 15.1	Income : NA	FM SHARE: 49.04%

12+ METRO	1/4/SHARE	FAL 80
1. WDAQ-F	16/11.9	8.1
2. WRKI-F	15/11.2	14.9
3. WEZN-F	12/ 9.0	9.5
WNBC	12/ 9.0	10.1
5. WLAD	10/ 7.5	19.6

12+ TSA	1/4/CUME
1. WDAQ-F	18/202
WRKI-F	18/351
3. WEZN-F	17/273
WNBC	17/525
5. WCBS	14/329

WCBS,WNBC - See New York

WEZN - See Bridgeport

WLAD, 800, 1 KW (DAYS), MOR	, $21.70	(Unirep)
WDAQ-F, 98.3, 1.3 KW @ 460, BTFL MUS (KalaMusic)	, $21.70	(Unirep)
WRKI-F, 95.1, 50 KW @ 500, AOR (Burk-Abr)	, $30.00	(Roslin)

DANVILLE, IL

Market # 276/Pop: 98,500	Revenue : NA	Diaries: 315
APR 15.3	Income : NA	FM SHARE: 60.95%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WDNL-F	32/26.9	24.0	24.2
2. WIAI-F	17/14.3	20.8	19.2
3. WDAN	15/12.6	10.4	14.2
4. WITY	11/ 9.2	8.8	10.8

12+ TSA	1/4/CUME
1. WDNL-F	38/368
2. WIAI-F	27/338
3. WDAN	16/228
4. WITY	11/181

WDAN, 1490, 1 KW/250 W, COUNTRY	CBS, $16.20	(Masla)	Sangamon
WITY, 980, 1 KW (DA-2), MOR	ABC-E, $10.50	(Lotus)	
WIAI-F, 99.1, 50 KW @ 500, COUNTRY	, $22.00	(Buckley)	
WDNL-F, 102.1, 11 KW @ 380, ROCK	Source, $16.20	(Masla)	Sangamon

DOTHAN, AL

Market # 311/Pop: 76,800	Revenue : NA	Diaries: 179
APR 14.4	Income : NA	FM SHARE: 82.28%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WOOF-F	16/18.4	23.1	21.1
WTVY-F	16/18.4	18.5	15.8
3. WXLE-F	12/13.8	----	----
4. WKMX-F	11/12.6	9.2	13.7

12+ TSA	1/4/CUME
1. WTVY-F	62/773
2. WKMX-F	54/689
3. WOOF-F	38/466
4. WLHQ-F	29/455

WOOF-F, 99.7, 100 KW @ 342, BTFL MUS	MBS, $ 7.20	(Lotus)	
WTVY-F, 95.5, 100 KW @ 1078, COUNTRY (Drake-Chen)	CBS, $11.00	(PRO)	
WXLE-F, 94.3, 3 KW @ 285, BLACK	SBN, $ 5.70	(Carpenter)	(ABBEVILLE)
WKMX-F, 106.7, 100 KW @ 432, CONTEMP	, $11.75	(Bolton)	

DOTHAN, IL

(con't)

WLHQ-F, 96.9, 100 KW @ 300, ROCK ABC-E, $ 7.00 (----)

DUBUQUE, IA

Market # 286/Pop: 94,500 Revenue : NA Diaries: 251
APR 17.6 Income : NA FM SHARE: 29.91%

12+ METRO 1/4/SHARE		A/M 80
1. KDTH	44/33.3	31.3
2. KFMD-F	27/20.5	20.1
WDBQ	27/20.5	24.6
4. KIWI-F	8/ 6.1	9.0

12+ TSA 1/4/CUME	
1. KDTH	61/609
2. KFMD-F	50/676
3. WDBQ	31/520
4. WMT	23/291

WMT - See Cedar Rapids

KDTH, 1370, 5 KW (DA-N), COUNTRY , $18.50 (PRO)
WDBQ, 1490, 1 KW/250 W , ROCK ABC-C, $15.13 (Buckley) Communi Prop
KFMD-F, 92.9, 100 KW @ 470, ROCK , $14.38 (PRO)
KIWI-F, 105.3, 50 KW @ 340, BTFL MUS (Bonne) , $ 9.40 (Buckley) Communi Prop

EAU CLAIRE, WI

Market # 241/Pop: 128,900 Revenue : $2,850,454 Diaries: 313
APR 16.5 Income : $ 352,739 FM SHARE: 63.63%

12+ METRO 1/4/SHARE		A/M 80
1. WAXX-F	38/21.1	17.1
2. WBIZ-F	34/18.9	22.9
3. WEAQ	27/15.0	16.0
4. WJJK	18/10.0	5.1
5. WIAL-F	16/ 8.9	13.1

12+ TSA 1/4/CUME	
1. WAXX-F	140/1282
2. WBIZ-F	52/ 823
3. WIAL-F	33/ 376
4. WEAQ	29/ 670
5. WWIB-F	27/ 388

WEAQ, 790, 5 KW (DA-N), MOR NBC, $13.38 (Selcom)
WJJK, 1400, 1 KW/250 W, COUNTRY MBS, $ 7.30 (Masla) Sentry
WAXX-F, 104.5, 100 KW @ 1830, COUNTRY ABC-I, $25.00 (Buckley) Post
WBIZ-F, 100.7, 100 KW @ 723, ROCK (Century 21) ABC-C, $10.54 (Masla) Sentry
WIAL-F, 94.1, 84 KW @ 351, BTFL MUS (FM-100) NBC, $ 9.26 (Selcom)
WWIB-F, 103.7, 100 KW @ ? ?, ? ? ? , $? ? (----) (LADYSMITH)

FAYETTEVILLE-SPRINGDALE, AR

Market # 193/Pop: 172,100 Revenue : $2,695,438 Diaries: 319
APR 15.0 Income : $ 219,457 FM SHARE: 55.44%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KMCK-F	35/15.6	18.0	3.7
2. KFAY	34/15.2	12.9	18.7
3. KNWA-F	22/ 9.8	1.1	5.6
4. KAMO-F	18/ 8.0	3.9	2.3
5. KCIZ-F	15/ 6.7	12.9	16.8

12+ TSA 1/4/CUME	
1. KMCK-F	48/581
2. KFAY	34/393
3. KNWA-F	22/235
4. KAMO-F	18/231
5. KCIZ-F	15/342

KFAY, 1250, 1 KW (DAYS), COUNTRY , $20.00 (Savalli)
KMCK-F, 105.7, 100 KW @ 415, ROCK , $16.00 (----)
KNWA-F, 103.9, .8 KW @ 510, BTFL MUS (?) , $ 8.00 (----)
KAMO-F, 94.3, 2.8 KW @ 310, COUNTRY CBS, $ 7.00 (Riley) (ROGERS)
KCIZ-F, 104.9, 3 KW @ 137, ROCK (Drake-Chen) , $ 7.20 (----) (SPRINGDALE)

FORT MYERS, FL

Market # 163/Pop: 228,200	Revenue : $2,540,511	Diaries: 326
APR 17.6	Income : $ -277,514	FM SHARE: 75.68%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WCVU-F	78/24.6	26.8	31.8
2. WINK-F	44/13.9	15.9	6.1
3. WINK	37/11.7	9.8	7.3
4. WHEW-F	32/10.1	10.6	6.9
5. WLEQ-F	28/ 8.8	6.5	5.4

12+ TSA 1/4/CUME	
1. WCVU-F	117/965
2. WINK-F	68/945
3. WINK	43/447
4. WHEW-F	42/526
5. WLEQ-F	32/565

WINK, 1240, 1 KW/250 W, BIG BAND/NOST (Al Ham)	CBS,	$12.75	(PRO)		
WINK-F, 96.9, 100 KW @ 833, ROCK	,	$15.13	(PRO)		
WCVU-F, 94.5, 100 KW @ 689, BTFL MUS (Schulke)	,	$33.00	(Blair)	Palmer	(NAPLES)
WHEW-F, 101.9, 71 KW @ 207, COUNTRY	,	$16.60	(----)		
WLEQ-F, 95.9, 1.1 KW @ 490, CONTEMP	ABC-C,	$21.00	(Selcom)		

FT. PIERCE, FL

Market # 303/Pop: 83,500	Revenue : NA	Diaries: 362
APR 15.2	Income : NA	FM SHARE: 70.41%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WRIT-F	22/20.0	9.0	12.9
2. WIZD-F	16/14.5	16.9	----
3. WIRA	13/11.8	9.0	8.6
WFTP	13/11.8	11.2	15.5
WOVV-F	13/11.8	21.3	21.6

12+ TSA 1/4/CUME	
1. WRIT-F	41/346
2. WIZD-F	35/426
3. WGYL-F	33/254
4. WAVW-F	26/256
5. WOVV-F	23/358

WIRA, 1400, 1 KW/250 W, MOR	,	$10.50	(Buckley)	
WFTP, 1330, 1 KW/500 W (DA-N), COUNTRY	ABC-E,	$11.70	(PRO)	
WIZD-F 98.7, 100 KW @ 1400, ROCK	,	$20.00	(HR/Stone)	
WRIT-F, 92.7, 3 KW @ 340, BTFL MUS	,	$12.00	(----)	(STUART)
WOVV-F, 95.5, 100 KW @ 518, CONTEMP	,	$17.50	(Buckley)	
WGYL-F, 93.5, 3 KW @ 174, BTFL MUS	ABC-F,	$14.70	(----)	(VERO BEACH)
WAVW-F, 105.5, 3 KW @ 350, COUNTRY	,	$ 8.00	(Media South)	(VERO BEACH)

FT. SMITH, ARK

Market # 172/Pop: 200,400	Revenue : $1,992,965	Diaries: 358
APR 15.8	Income : $ -84,391	FM SHARE: 69.92%

12+ METRO 1/4/SHARE	
1. KISR-F	92/35.0
2. KTCS-F	34/12.9
3. KTCS	19/ 7.2
4. KINB-F	18/ 6.8

12+ TSA 1/4/CUME		
1. KISR-F	122/1034	
2. KINB-F	50/ 538	
3. KVOO	48/ 598	
4. KTCS-F	38/ 524	KVOO - See Tulsa

KTCS, 1410, 1 KW (DAYS), COUNTRY	,	$ 4.50	(----)	
KTCS-F, 99.9, 36 KW @ 225, COUNTRY	,	$ 4.50	(----)	
KINB-F, 107.3, 100 KW @ 1810, COUNTRY	ABC-E,	$? ?	(----)	(POTEAU)
KISR-F, 93.7, 61 KW @ 19, ROCK	ABC-F,	$13.00	(----)	

FT. WALTON BEACH, FL

Market # NA/Pop: 87,500 (12+)
APR 15.4
Revenue : NA
Income : NA
Diaries: 245
FM SHARE: 72.58%

12+ METRO	1/4/SHARE	A/M 80
1. WTKX-F	31/23.0	15.8
2. WNUE	22/16.3	26.7
3. WXBM-F	14/10.4	5.0
WJLQ-F	14/10.4	13.9
5. WFTW-F+	11/ 8.1	12.9

12+ TSA	1/4/CUME
1. WTKX-F	32/282
2. WNUE	22/361
3. WJLQ-F	14/241
WXBM-F	14/143
5. WFTW-F+	13/286

Other Stations - See Pensacola

WFTW-F+, 99.3, 3 KW @ 209, CONTEMP , $10.00 (----)
WNUE, 1400, 1 KW/250 W, ROCK , $12.79 (Torbet)

FREDERICK, MD

Market # NA/Pop: 96,500 (12+)
APR 16.8
Revenue : NA
Income : NA
Diaries: 226
FM SHARE: 67.39%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. WFMD	37/22.8	19.5	16.7
2. WFRE-F	21/13.0	14.3	14.6
3. WZYQ-F+	16/ 9.9	13.6	15.3
4. WIYY-F	13/ 8.0	1.5	1.4

12+ CUME	
1. WFMD	527
2. WZYQ-F+	289
3. WFRE-F	226
4. WRQX-F	212

WRQX - See Washington
WIYY - See Baltimore

WFMD, 930, 5 KW/1 KW (DA-2), MOR CBS, $? ? (PRO) Gibbons
WFRE-F, 99.9, 9 KW @ 1123, BTFL MUS (KalaMusic) , $? ? (PRO) Gibbons
WZYQ-F+, 103.9, 230 W @ ? ?, ROCK ABC-C, $22.00 (----)

GRAND FORKS, ND

Market # 272/Pop: 101,700
APR 15.6
Revenue : $3,242,974
Income : $ 537,650
Diaries: 207
FM SHARE: 26.55%

12+ METRO	1/4/SHARE	A/M 80
1, KNOX	26/20.3	19.7
2. KKXL	23/18.0	20.5
3. KYTN-F	17/13.3	8.3
4. KROX	15/11.7	7.6
5. KRRK+	10/ 7.9	9.9

12+ TSA	1/4/CUME
1. KKXL	37/485
2. KFGO	29/281
3. KNOX	28/412
4. KYTN-F	26/367
5. KROX	17/170

KFGO - See Fargo

KKXL, 1440, 1 KW/250 W, CONTEMP , $13.75 (PRO) Ingstad
KNOX, 1310, 5 KW (DA-N), AC (Burk-Abr) ABC-E, $25.25 (Torbet) Peoria Jrnl Star
KROX, 1260, 1 KW (DA-N), MOR , $ 7.35 (Cooke) (CROOKSTON, MN)
KRRK+, 1590, 5 KW/1 KW (DA-2), COUNTRY MBS, $17.00 (Masla)
KYTN-F, 94.7, 100 KW @ 300, ROCK (Burk-Abr) ABC-C, $12.50 (Torbet) Peoria Jrnl Star

GRAND JUNCTION, CO

Market # 313/Pop: 76,500
APR 13.4
Revenue : NA
Income : NA
Diaries: 211
FM SHARE: 42.17%

12+ METRO	1/4/SHARE	A/M 79
1. KQIX-F	31/33.3	22.8
2. KQIL	27/29.0	20.3
3. KEXO	12/12.9	22.8

12+ CUME	
1. KQIX-F	393
2. KQIL	289
3. KEXO	261

KEXO, 1230, 1 KW/250 W, CONTEMP ABC-C, $12.50 (Eastman) Greentree
KQIL, 1340, 1 KW/250 W, COUNTRY , $25.25 (Hix) Mesa
KQIX-F, 93.1, 25 KW @ 495, CONTEMP MBS, $25.25 (Hix) Mesa

GREAT FALLS, MT

Market # 294/Pop: NA
APR 16.8

Revenue : $1,960,423
Income : $ -157,338

Diaries: 248
FM SHARE: 41.18%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KEIN	23/21.1	9.1	14.3
2. KMON	22/20.2	26.1	21.4
3. KNUW-F	18/16.5	14.8	3.1
KOOZ-F	18/16.5	10.2	19.4
5. KQDI	14/12.8	26.1	27.6

12+ TSA	1/4/CUME
1. KMON	45/538
2. KEIN	26/321
3. KNUW-F	23/234
4. KOOZ-F	18/164
KQDI	18/333

KEIN, 1310, 5 KW/1 KW , COUNTRY	NBC, $14.00	(Masla)	Meyer
KMON, 560, 5 KW (DA-N), COUNTRY	ABC-I, $27.00	(Eastman)	
KQDI, 1450, 1 KW/250 W, CONTEMP	Source, $17.44	(PRO)	
KNUW-F, 94.5, 36 KW @ 486, ROCK (TM)	RKO, $ 9.94	(Eastman)	
KOOZ-F, 106.3, 750 W @ 300, BTFL MUS (FM-100)	, $ 5.81	(PRO)	

HAGERSTOWN, MD

Market # NA/Pop: 190,900 (12+)
APR 18.1

Revenue : NA
Income : NA

Diaries: 359
FM SHARE: 73.77%

12+ METRO	1/4/SHARE
1. WQCM-F	57/16.5
2. WIKZ-F	41/11.9
3. WFRE-F	34/ 9.9
4. WYII-F	32/ 9.3
5. WJEJ	25/ 7.2

12+ TSA	1/4/CUME
1. WQCM-F	65/618
2. WFRE-F	46/416
3. WIKZ-F	45/523
4. WYII	37/388
5. WJEJ	27/443

WFRE - See Frederick Condensed

WJEJ, 1240, 1 KW/250 W, MOR	CBS, $ 8.00	(----)	
WIKZ-F, 95.1, 50 KW @ 265, CONTEMP	, $16.00	(----)	(CHAMBERSBURG)
WQCM-F, 96.7, 3 KW @ 160, CONTEMP	ABC-F, $10.00	(Dome)	
WYII-F, 95.9, 3 KW @ 300, COUNTRY	NBC, $ 8.00	(Market 4)	

ITHACA, NY

Market # NA/Pop: 74,300 (12+)
APR 16.8

Revenue : NA
Income : NA

Diaries: 276
FM SHARE: 47.96%

12+ METRO	1/4/SHARE	A/M 80
1. WTKO	34/27.2	22.6
2. WVBR-F	16/12.8	16.0
3. WHCU-F	15/12.0	9.4
4. WHCU	10/ 8.0	9.4
WNOZ-F	10/ 8.0	14.2

12+ TSA	1/4/CUME
1. WTKO	36/453
2. WNOZ-F	30/377
3. WKRT	26/322
4. WHCU-F	17/232
5. WVBR-F	16/236

WTKO, 1470, 5 KW/500 W (DA-N), MOR	ABC-E,ABC-I, $14.00	(----)	
WKRT, 920, 1 KW/500 W (DA-N), COUNTRY	ABC-C, $10.15	(Market 4)	
WHCU, 870, 5 KW (DAYS), VARIOUS	CBS, $15.21	(Lotus)	Cornell Univ
WHCU-F, 97.3, 52 KW @ 730, VARIOUS	CBS, $15.21	(Lotus)	Cornell Univ
WNOZ-F, 99.9, 20 KW @ 730, ROCK (TM)	, $ 8.50	(Savalli)	
WVBR-F, 93.5, 3 KW @ 250, AOR	RKO, $10.15	(Market 4)	

JOPLIN, MO

Market# 297/Pop: 86,500
APR 12.4

Revenue : NA
Income : NA

Diaries: 187
FM SHARE: 41.25%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KSYN-F	17/187	22.0	27.2
2. WMBH	16/17.6	14.3	3.7
3. KFSB	14/15.4	12.1	21.0
4. KMRJ-F	8/ 8.8	5.5	---

12+ TSA	1/4/CUME
1. KSYN-F	40/631
2. KKOW	23/463
3. KFSB	22/409
4. WMBH	17/193

C-13

JOPLIN, MO (con't)

KFSB, 1310, 5 KW/1 KW (DA-2), ROCK	ABC-E, $ 8.75	(Pates)	
WMBH, 1450, 1 KW/250 W, COUNTRY	, $11.00	(Devney)	
KKOW, 860, 10 KW/5 KW (DA-N), COUNTRY	NBC, $37.00	(Masla)	(PITTSBURG, KN)
KSYN-F, 92.5, 100 KW @ 430, ROCK	ABC-F, $14.15	(Bunchez)	
KMRJ-F, 96.9, 100 KW @ 390, ROCK	CBS, $11.75	(PRO)	(PITTSBURG, KN)

KILLEEN-TEMPLE, TX

Market # 160/Pop: 92,100 — Revenue : $2,830,809 — Diaries: 396
APR 17.5 — Income : $ 526,967 — FM SHARE: 55.56%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME	
1. KIIZ	60/20.4	5.3	11.4	1. KIIZ	60/252
2. KIXS-F	43/14.6	24.5	23.5	2. KIXS-F	48/646
3. KOOV-F	35/11.9	15.5	6.8	3. KOOV-F	37/411
4. KTON+	29/ 9.9	18.1	22.7	4. KTON+	31/365
5. KPLE-F	22/ 7.5	3.0	1.1	5. KPLE-F	22/281

KIIZ, 1050, 250 W (DAYS), BLACK (TM)	ABC-C, $12.00	(Selcom)	
KTON+, 940, 1 KW (DAYS,DA), COUNTRY	ABC-I, $13.55	(Smith)	Sigmor
KPLE-F, 104.9, 2.9 KW @ 345, COUNTRY	MBS, $14.30	(----)	Formby
KOOV-F, 103.1, 1.5 KW @ 420, COUNTRY	ABC-E, $ 8.00	(Milam)	
KIXS-F, 93.3, 100 KW @ 520, ROCK	ABC-C, $17.00	(Selcom)	

LACROSSE, WI

Market # 288/Pop: 92,100 — Revenue : $2,427,737 — Diaries: 241
APR 17.3 — Income : $ 282,535 — FM SHARE: 50.82%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME	
1. WKTY	37/28.0	28.7	31.5	1. WIZM-F	60/738
2. WIZM-F	32/24.2	24.6	18.9	2. WKTY	57/662
3. WLXR-F	19/14.4	13.1	4.5	3. WLXR-F	23/301
4. WIZM	18/13.6	11.5	15.3	4. WIZM	21/477

WIZM, 1410, 5 KW (DA-N), MOR/AC	NBC, $18.60	(HR/Stone)	Midwest Family
WKTY, 580, 5 KW/1 KW (DA-2), MOR	ABC-E, $22.10	(Buckley)	
WIZM-F, 95.3, 100 KW @ 557, ROCK	Source, $18.60	(HR/Stone)	Midwest Family
WLXR-F, 104.9, 1.4 KW @ 430, COUNTRY	CBS, $12.00	(PRO)	

LAFAYETTE, IND

Market # 213/Pop: 146,700 — Revenue : $1,973,587 — Diaries: 237
APR 13.2 — Income : $ 20,239 — FM SHARE: 56.80%

12+ METRO 1/4/SHARE		O/N 80	12+ TSA 1/4/CUME	
1. WASK	31/23.0	18.1	1. WASK	47/643
2. WAZY-F	25/18.5	15.5	2. WASK-F	45/438
3. WASK-F	20/14.8	15.5	3. WAZY-F	44/598
4. WXUS-F	18/13.3	19.0	4. WXUS-F	25/355
5. WLS	12/ 8.9	4.3	5. WLS	22/572

WLS - See Chicago

WASK, 1450, 1 KW/250 W, MOR	, $16.91	(Regional)
WASK-F, 105.3, 50 KW @ 375, COUNTRY (Musicworks)	, $12.98	(Regional)
WAZY-F, 96.5, 50 KW @ 500, ROCK	ABC-C, $16.00	(----)
WXUS-F, 92.7, 3 KW @ 215, AOR	, $17.00	(Buckley)

LAKE CHARLES, LA

Market # 197/Pop: 167,400	Revenue : $2,208,051	Diaries: 290
APR 15.3	Income : $ 34,248	FM SHARE: 60.75%

12+ METRO 1/4/SHARE		A/M 80	12+ TSA 1/4/CUME	
1. KTQQ-F	34/16.5	17.8	1. KTQQ-F	45/498
2. KEZM	26/12.6	6.7	2. KYKZ-F	30/521
3. KLCL	22/10.7	13.9	KAJN-F	30/263
4. KLCL-F	14/ 6.8	8.3	4. KEZM	26/226
KYKZ-F	14/ 6.8	6.7	5. KLCL	25/339

KEZM, 1310, 500 W (DAYS,DA), BLACK	SBN, $ 9.70	(Savalli)	(SULPHUR)
KLCL, 1470, 5 KW (DA-N), COUNTRY	NBC, $12.51	(Torbet)	Perry
KAJN-F, 102.9, 100 KW @ 600, RELIGION	, $ 8.50	(Miller)	(CROWLEY)
KTQQ-F, 100.9, 3 KW @ 300, COUNTRY (Century 21)	ABC-E, $ 8.30	(----)	(SULPHUR)
KLCL-F, 99.9, 35 KW @ 400, BTFL MUS (Bonne)	ABC-F, $11.00	(Selcom)	

LAWTON, OK

Market # NA/Pop: 89,500 (12+)	Revenue : $1,033,344	Diaries: 378
APR 14.0	Income : $ 18,677	FM SHARE: 63.87%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME	
1. KLAW-F	52/41.6	1. KLAW-F	57/523
2. KSWO	27/21.6	2. KSWO	27/386
3. KRLG-F	12/ 9.6	3. KRLG-F	12/245
4. WBAP	7/ 5.6	WBAP	12/132

WBAP - See Dallas

KSWO, 1380, 1 KW (DA-2), ROCK	ABC-C, $12.10	(PRO)	Devney
KLAW-F, 101.5, 100 KW @ 600, COUNTRY	ABC-I, $10.00	(Masla)	
KRLG-F, 98.1, 100 KW @ 225, CONTEMP	, $? ?	(Pates)	

LONG BRANCH-ASBURY PARK, NJ

Market # 83/Pop: 512,700	Revenue : $1,562,010	Diaries: 469
APR 18.2	Income : $ 344,960	FM SHARE: 60.09%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME	
1. WJLK-F+	54/7.2	1. WOR	98/960
WPLJ-F	54/7.2	2. WABC	75/1549
3. WNEW-F	52/6.9	3. WNBC	73/1589
4. WCBS	45/6.0	4. WNEW-F	72/832
5. WRFM-F	41/5.5	5. WJLK-F+	66/1240

Other Stations - See New York

WJLK-F+, 94.3, 3 KW @ 280, AC/SOFT	, $21.25	(Masla)	Asbury Park Press

LONGVIEW, TX

Market # 216/Pop: 143,100	Revenue : $2,160,728	Diaries: 262
APR 12.7	Income : $ 126,670	FM SHARE: 63.16%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME	
1. KYKX-F	35/22.2	1. KYKX-F	91/865
2. KZEY	19/12.0	2. KNUE-F	26/296
3. KKTX-F	14/ 8.9	3. KZEY	21/130
4. KTYL-F	12/ 7.6	4. KYLY-F	19/217
5. KNUE-F	11/ 7.0	KRMD-F+	19/216

KRMD - See Shreveport

KZEY, 690, 1 KW (DAYS,DA), BLACK	, $13.00	(----)	(TYLER)
KYKX-F, 105.7, 100 KW @ 950, COUNTRY	, $16.00	(PRO)	
KKTX-F, 95.9, 850 W @ 510, ROCK	MBS, $ 6.60	(----) Noelmark	(KILGORE)
KNUE-F, 101.5, 100 KW @ 402, BTFL MUS (TM)	, $10.00	(Masla)	(TYLER)
KTYL-F, 93.1, 100 KW @ 378, ROCK	Source, $12.50	(HR/Stone)	(TYLER)

MINOT, ND

Market # 338/Pop: 62,600	Revenue : NA	Diaries: 228
APR 15.9	Income : NA	FM SHARE: 38.89%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME		
1. KCJB	28/38.4	1. KCJB	60/538	
2. KIZZ-F	23/31.5	2. KIZZ-F	24/281	KFYR - See Bismarck
3. KTYN	8/11.0	3. KFYR	19/358	

KCJB, 910, 5 KW/1 KW (DA-2), COUNTRY (Burk-Abr)	ABC-C, $15.50	(Katz)
KTYN, 1430, 5 KW (DAYS), AC	, $23.10	(Torbet)
KIZZ-F, 93.7, 90 KW @ 600, ROCK	Source, $12.10	(Masla)

MONROE, LA

Market # 223/Pop: 138,500	Revenue : $1,868,592	Diaries: 293
APR 12.9	Income : $ 407,250	FM SHARE: 70.90%

12+ METRO 1/4/SHARE		A/M 80	12+ TSA 1/4/CUME	
1. KYEA-F	45/31.7	22.4	1. KNOE-F	110/1286
2. KNOE-F	29/20.4	22.4	2. KYEA-F	56/ 346
3. KNOE	15/10.6	10.2	3. KXKZ-F	47/ 606
4. KWEZ-F	12/ 8.5	14.3	4. KNOE	40/ 641

KNOE, 540, 5 KW/1 KW (DA-N), COUNTRY	ABC-E, $24.00	(Mc-Guild)	Noe
KNOE-F, 101.9, 100 KW @ 1650, CONTEMP	ABC-I, $24.00	(Mc-Guild)	Noe
KYEA-F, 98.3, 1 KW @ 647, BLACK	, $12.00	(PRO)	
KWEZ-F, 104.1, 100 KW @ 1000, BTFL MUS (TM)	NBC, $11.50	(Southern)	
KXKZ-F, 107.5, 100 KW @ 500, COUNTRY	, $ 8.00	(----)	(RUSTIN)

MORRISTOWN, NJ

Market # NA/Pop: 340,000 (12+)	Revenue : NA	Diaries: 343
APR 15.8	Income : NA	FM SHARE: 49.06%

12+ METRO 1/4/SHARE		A/M 80	12+ CUME		
1. WOR	60/11.2	9.4	1. WOR	823	
2. WNBC	40/ 7.5	4.1	2. WABC	778	
3. WPLJ-F	37/ 6.9	7.7	3. WNBC	741	Other Stations - See New York
4. WMTR	31/ 5.8	9.0	4. WPLJ-F	636	
5. WCBS	29/ 5.4	2.6	5. WPIX-F	591	

WMTR, 1250, 5 KW (DAYS,DA), MOR , $39.00 (Groskin)

MUSKEGON, MI

Market # 187/Pop: 179,400	Revenue : $1,695,199	Diaries: 326
APR 14.5	Income : $ 7,725	FM SHARE: 57.92%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME		
1. WQWQ-F	38/18.0	1. WLAV-F	60/611	
2. WMUS-F	30/14.2	2. WQWQ-F	47/537	
3. WLAV-F	24/11.4	3. WMUS-F	42/514	Other Stations - See Grand Rapids
4. WKBZ	23/10.9	4. WGRD-F	37/751	
5. WGRD-F	19/ 9.0	5. WJFM-F	31/413	

WKBZ, 850, 1 KW (DA-1), BIG BAND (Toby Arnold) , $8.50 (PRO) Reams

NEW BEDFORD-FALL RIVER, MA

Market # 189/Pop: 474,800 Revenue : $1,339,821 Diaries: 535
APR 18.0 Income : $ 183,363 FM SHARE: 53.05%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME		
1. WLKW-F	51/7.1	6.5	5.9	1. WLKW-F	51/608	
2. WBSM	48/6.7	11.0	8.4	2. WBSM	48/486	WCOZ - See Boston
3. WCOZ-F	47/6.5	2.8	.9	3. WCOZ-F	47/649	WLKW - See Providence
4. WMYS-F	,44/6.1	6.8	3.1	4. WMYS-F	44/602	

WBSM, 1420, 5 KW/1 KW (DA-2), MOR	ABC-I, $21.00	(Buckley)	
WMYS-F, 98.1, 50 KW @ 589, CONTEMP	ABC-E, $24.75	(Christal)	Hall

ODESSA-MIDLAND, TX

Market # 173/Pop: 200,000 (approx) Revenue : $2,843,000 Diaries: 328
APR 16.3 Income : $ 149,000 FM SHARE: 48.73%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME	
1. KYXX	43/16.5	12.1	19.6	1. KYXX	49/490
2. KBAT-F	33/12.6	9.1	7.1	2. KBAT-F	40/491
3. KRIG	30/11.5	14.2	25.0	3. KCRS	35/775
4. KWMJ-F	27/10.3	8.2	3.6	4. KRIG	31/453
5. KQIP-F	21/ 8.0	3.9	10.7	5. KWMJ-F	30/390

KRIG, 1410, 1 KW (DA-N), CONTEMP	, $12.00	(Torbet)	
KYXX, 920, 1 KW/500 W (DA-N), COUNTRY	, $10.10	(Selcom)	
KCRS, 550, 5 KW/1 KW (DA-2), AC	, $16.00	(Mc-Guild)	Mayes
KBAT-F, 93.3, 100 KW @ 500, COUNTRY (Drake-Chen)	,$? ?	(Savalli)	
KWMJ-F, 103.3, 100 KW @ 923, BTFL MUS (FM-100)	, $16.00	(Mc-Guild)	Mayes
KQIP-F, 96.9, 100 KW @ 500, ROCK	RKO, $ 6.00	(Smith)	

OGDEN, UT

Market # NA/Pop: 113,000 (12+) Revenue : NA Diaries: 337
APR 14.2 Income : NA FM SHARE: 42.68%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME		
1. KSL	21/13.1	1. KSL	48/739	
2. KSOP-F	17/10.6	2. KLUB	37/425	
3. KJQN	14/ 8.8	3. KCPX	34/506	Others - See Salt Lake City
4. KLUB	12/ 7.5	4. KRGO	24/263	
5. KSFI-F	11/ 6.9	5. KSFI-F	22/428	

KJQN, 1490, 1 KW, CONTEMP ABC-C, $11.50 (Pates)

OWENSBORO, KY

Market # 302/Pop: 85,000 Revenue : NA Diaries: 245
APR 12.9 Income : NA FM SHARE: 63.29%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME		
1. WBKR-F	21/23.3	22.0	13.9	1. WBKR-F	71/743	
2. WVJS	19/21.1	31.9	32.4	2. WKDQ-F	63/785	
3. WKDQ-F	13/14.4	7.7	6.5	3. WVJS	30/555	WGBF,WKDQ - See Evansville
4. WSTO-F	11/12.2	9.9	12.0	4. WGBF	25/380	
WOMI	11/12.2	15.4	27.8	5. WSTO-F	21/321	

WOMI, 1490, 1 KW/250 W, ROCK	NBC, $16.75	(Buckley)
WVJS, 1420, 5 KW/1 KW (DA-2), MOR/AC	ABC-C, $15.63	(Masla)
WBKR-F, 92.5, 77 KW @ 427, COUNTRY (TM)	NBC, $18.43	(Buckley)
WSTO-F, 96.1, 100 KW @ 370, BTFL MUS	ABC-F, $14.62	(Masla)

PALM SPRINGS, CA

Market # NA/Pop: 107,200 (12+)	Revenue : NA	Diaries: 321
APR 17.5	Income : NA	FM SHARE: 52.26%

12+ METRO 1/4/SHARE		FAL 80	12+ CUME	
1. KPSI-F	28/14.9	13.6	1. KPSI-F	328
2. KDES-F	27/14.4	13.1	2. KDES	312
3. KDES	21/11.2	14.7	3. KDES-F	252
4. KWXY-F+	20/10.7	12.6	4. KRCQ	193
5. KRCQ	19/10.1	----	5. KWXY-F+	170

KDES, 920, 5 KW/500 W (DA-2), AC	ABC-C, $20.25	(Mc-Guild)	
KRCQ, 1400, 1 KW/250 W, COUNTRY	, $10.00	(Unirep)	(INDIO)
KDES-F, 104.7, 42 KW @ 540, BTFL MUS (TM)	, $20.25	(Mc-Guild)	
KPSI-F, 101.1, 3 KW @ 300, ROCK	ABC-F, $? ?	(Christal)	
KWXY-F+, 98.5, 50 KW @ 500, BTFL MUS	MBS, $ 8.55	(Allen)	

PANAMA CITY, FL

Market # 267/Pop: 106,100	Revenue : NA	Diaries: 220
APR 16.8	Income : NA	FM SHARE: 80.51%

12+ METRO 1/4/SHARE		A/M 80	12+ TSA 1/4/CUME	
1. WPFM-F	39/29.3	23.8	1. WPAP-F	106/819
2. WPAP-F	38/28.6	21.9	2. WPFM-F	63/759
3. WGNE-F	18/13.5	16.2	3. WGNE-F	21/185
4. WWWQ	11/ 8.3	5.7	4. WWWQ	12/228

WWWQ, 1430, 5 KW (DA-2), MOR	ABC-E, $11.50	(HR/Stone)	Media South
WGNE-F, 98.5, 100 KW @ 300, BTFL MUS	ABC-F, $15.60	(Torbet)	
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, $10.90	(Carpenter)	
WPFM-F, 107.9, 100 KW @ 800, ROCK	, $15.25	(HR/Stone)	Media South

PARKERSBURG, WV

Market # 200/Pop: 163,300	Revenue : $1,962,116	Diaries: 321
APR 14.0	Income : $ -131,175	FM SHARE: 53.66%

12+ METRO 1/4/SHARE		A/M 79	12+ TSA 1/4/CUME	
1. WXIL-F	65/34.8	33.1	1. WXIL-F	115/1174
2. WKYG	37/19.8	18.8	2. WKYG	38/ 569
3. WADC	14/ 7.5	3.3	3. WADC	18/ 215
4. WQAW-F	13/ 7.0	3.3	4. WQAW-F	17/ 231
5. WMOA	10/ 5.3	5.0	5. WIBZ-F	12/ 201

WADC, 1050, 5 KW (DAYS), COUNTRY	ABC-C, $ 8.00	(Regional)
WKYG, 1230, 1 KW/250 W, COUNTRY	ABC-I, $12.00	(Savalli)
WMOA, 1490, 1 KW/250 W, MOR	CBS, $ 6.80	(----)
WQAW-F, 103.1, 730 W @ 550, BTFL MUS	, $12.00	(Savalli)
WXIL-F, 95.1, 50 KW @ 500, CONTEMP	, $14.00	(----)
WIBZ-F, 99.3, 3 KW @ 210, AOR	ABC-F, $ 8.00	(Regional)

PLATTSBURG, NY

Market # NA/Pop: 64,400 (12+)	Revenue : NA	Diaries: 334
APR 16.0	Income : NA	FM SHARE: 50.00%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME		
1. WIRY	26/25.2	1. WKDR	56/457	
2. WKDR	16/15.5	2. WQCR-F	46/660	Other Stations - See Burlington
WEZF-F	16/15.5	3. WEZF-F	41/489	
4. WGFB-F	11/10.7	4. WLFE-F	33/328	

WIRY, 1340, 1 KW/250 W, ? ? ?	MBS, $12.50	(Masla)
WGFB-F, 99.9, 10 KW @ 780, AOR	, $ 9.00	(----)

POUGHKEEPSIE, NY

Market # 159/Pop: 234,800	Revenue : $2,043,890	Diaries: 489
APR 16.7	Income : 96,933	FM SHARE: 53.25%

12+ METRO 1/4/SHARE		12+ TSA 1/4/CUME	
1. WHUD-F	48/14.1	1. WHUD-F	90/961
2. WPDH-F	35/10.3	2. WNBC	67/1484
3. WEOK	28/ 8.2	3. WABC	58/1286
4. WNBC	27/ 7.9	4. WPDH-F	50/661
5. WKIP	21/ 6.2	5. WHN	48/673

WKIP, 1450, 1 KW/250 W (DA-D), CONTEMP	ABC-C, $? ?	(HR/Stone)	
WEOK, 1390, 5 KW (DAYS,DA), COUNTRY	, $20.70	(Mc-Guild)	
WHUD-F, 100.7, 50 KW @ 500, BTFL MUS	, $31.00	(Masla)	(PEEKSKILL)
WPDH-F, 101.5, 50 KW @ 830, AOR	ABC-F, $24.10	(Mc-Guild)	

PROVO-OREM, UT

Market # 165/Pop: 216,600	Revenue : $1,255,701	Diaries: 356
APR 14.2	Income : $ -83,697	FM SHARE: 50.49%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME	
1. KSL	31/14.1	15.2	18.4	1. KSL	33/628
2. KSFI-F	27/12.3	9.7	12.6	2. KSFI-F	29/394
3. KDOT	26/11.8	8.5	9.2	3. KDOT	27/564
4. KAYK-F	24/10.9	12.7	10.8	4. KAYK-F	26/402
5. KCPX-F	19/ 8.6	8.5	5.7	5. KCPX-F	19/233

Other Stations - See Salt Lake City

KDOT, 960, 5 KW/1 KW (DA-N), CONTEMP	, $? ?	(Masla)	First Media

RAPID CITY, SD

Market # 317/Pop: 74,100	Revenue : $2,632,782	Diaries: 290
APR 16.9	Income : $ 410,293	FM SHARE: 38.94%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME	
1. KGGG-F	27/22.3	25.4	25.7	1. KKLS	50/432
2. KKLS	22/18.2	13.2	15.9	2. KGGG-F	33/341
3. KIMM	21/17.4	25.4	25.7	3. KIMM	30/287
4. KOTA	18/14.9	20.2	19.5	4. KOTA	21/321
5. KKHJ-F	15/12.4	13.2	6.2	5. KKHJ-F	15/135

KKLS, 920, 5 KW (DAYS,DA), CONTEMP	, $17.50	(Buckley)	So. Minn
KIMM, 1150, 5 KW (DAYS), COUNTRY (Musicworks)	ABC-C, $16.50	(Eastman)	
KOTA, 1380, 5 KW (DA-N), MOR	CBS, $12.75	(Katz)	
KKHJ-F, 93.9, 60 KW @ 200, BTFL MUS (FM-100)	, $22.20	(Buckley)	So. Minn
KGGG-F, 100.3, 100 KW @ 450, ROCK (Century 21)	ABC-F, $11.00	(Eastman)	

REDDING, CA

Market # NA/Pop: 97,100 (12+)	Revenue : NA	Diaries: 247
APR 15.7	Income : NA	FM SHARE: 24.29%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4/CUME	
1. KCLM	30/19.7	13.8	9.6	1. KCLM	34/278
2. KSXO	24/15.8	10.6	14.9	2. KSXO	25/378
3. KQMS	21/13.8	17.9	18.4	3. KQMS	21/287
4. KRDG	16/10.5	12.2	21.1	4. KRDG	17/342

KCLM, 1330, 5 KW (DAYS), COUNTRY	, $11.15	(Market 4)
KQMS, 1400, 1 KW/250 W, MOR	NBC, $ 8.00	(Buckley)
KRDG, 1230, 1 KW/250 W, ROCK	ABC-C, $11.30	(Howard)
KSXO, 600, 1 KW (DA-1), AC	, $10.85	(PRO)

ROCHESTER, MN

Market # 282/Pop: 96,500
APR 15.5

Revenue : $2,073,746
Income : $ -72,616

Diaries: 247
FM SHARE: 51.96%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KWEB	14/12.1	20.2	16.8
2. KOLM	12/10.3	4.0	9.3
KNXR-F	12/10.3	13.1	6.5
KRCH-F	12/10.3	8.1	15.9
5. WCCO	11/ 9.5	7.1	10.3

12+ TSA 1/4/CUME		
1. KROC-F	76/807	
2. KAUS-F	29/452	
3. WCCO	24/373	WCCO - See Minneapolis
4. KWEB	21/427	
5. KNXR-F	15/207	

KOLM, 1520, 10 KW (DAYS), COUNTRY	MBS, $15.00	(Torbet)	
KWEB, 1270, 5 KW/1 KW, AC	ABC-I, $22.40	(PRO)	First Concord
KROC-F, 106.9, 100 KW @ 1100, ROCK	NBC, $15.00	(Buckley)	So. Minnesota
KNXR-F, 97.5, 93 KW @ 625, ? ?	ABC-E, $ 9.71	(Market 4)	
KRCH-F, 107.1, 710 W @ 560, CONTEMP (TM)	ABC-F, $11.20	(PRO)	First Concord
KAUS-F, 99.9, 100 KW @ 1000, COUNTRY (TM)	MBS, $12.75	(PRO)	(AUSTIN)

ST. CLOUD, MN

Market # NA/Pop: 132,000 (12+)
APR 17.7

Revenue : $3,457,498
Income : $ 468,375

Diaries: 337
FM SHARE: 50.25%

12+ METRO 1/4/SHARE		A/M 80
1. KCLD-F	35/15.0	13.1
2. WJON	31/13.3	12.3
3. WCCO	26/11.2	15.3
4. WWJO-F	23/ 9.9	12.3
KASM	23/ 9.9	10.6

12+ TSA 1/4/CUME		
1. WCCO	79/1009	
2. KCLD-F	55/622	
3. WWJO-F	43/541	WCCO- See Minneapolis
4. KASM	37/317	
5. WJON	32/432	

KASM, 1150, 1 KW (DAYS), COUNTRY	, $ 5.25	(----)	(ALBANY)
WJON, 1240, 1 KW/250 W, MOR	ABC-E, $29.41	(----)	
WWJO-F, 98.1, 100 KW @ 420, COUNTRY	ABC-E, $29.41	(----)	
KCLD-F, 104.7, 100 KW @ 500, ROCK	, $28.00	(PRO)	

SALEM, OR

Market # 156/Pop: 244,200
APR 13.7

Revenue : $1,599,488
Income : $ -170,179

Diaries: 315
FM SHARE: 58.08%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KGON-F	48/16.8	5.3	2.8
2. KUPL-F	32/11.2	8.6	9.2
3. KSKD-F	18/ 6.3	6.6	8.2
4. KYTE	15/ 5.2	6.6	2.1
5. KGW	14/ 4.9	9.9	7.4

12+ CUME		
1. KGW	407	
2. KGON-F	367	
3. KSKD-F	366	
4. KEX	336	Other Stations - See Portland
5. KUPL-F	292	

KSKD-F, 105.1, 100 KW @ 785, ROCK	, $20.50	(Howard)

SAN ANGELO, TX

Market # 303/Pop: 83,500
APR 14.1

Revenue : $1,519,580
Income : $ -178,880

Diaries: 252
FM SHARE: 45.45%

12+ METRO 1/4/SHARE		A/M 79
1. KGKL	22/22.2	22.5
2. KTEO	17/17.2	13.8
3. KBIL-F	12/12.1	----
4. KIXY-F	9/ 9.1	23.8
KWLW-F	9/ 9.1	13.8

12+ TSA 1/4/CUME	
1. KGKL	23/341
2. KTEO	17/207
3. KBIL-F	14/237
4. KIXY-F	12/184
KWLW-F	12/152

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SAN ANGELO, TX

(con't)

KGKL, 960, 5 KW/1 KW (DA-N), CONTEMP	ABC-C	$ 8.90	(Torbet)	
KTEO, 1340, 1 KW/250 W, COUNTRY		$ 6,25	(PRO)	
KBIL-F, 92.9, 100 KW @ 726, MOR (?)	MBS	$12.40	(Miller)	
KIXY-F, 94.7, 39 KW @ 140, ROCK	MBS	$10.68	(Selcom)	Abaris
KWLW-F, 93.9, 34 KW @ 145, COUNTRY		$ 8.80	(PRO)	

SANTA BARBARA, CA

Market # 125/Pop: 311,100
APR 13.8

Revenue : $3,679,816
Income : $ 205,745

Diaries: 406
FM SHARE: 53.14%

12+ METRO	1/4/SHARE	FAL 80
1. KRUZ-F	23/11.8	11.0
2. KTMS	20/10.3	8.7
3. KIST	19/ 9.7	7.8
4. KTMS-F	17/ 8.7	4.6
5. KNX	15/ 7.7	7.3

12+ CUME	
1. KTMS-F	322
2. KNX	309
3. KTMS	284
4. KRUZ-F	276
5. KIST	269

KNX - See Los Angeles

KIST, 1340, 1 KW/250 W, MOR		$19.50	(Eastman)
KTMS, 1250, 1 KW (DA-1), MOR	NBC	$12.00	(Howard)
KRUZ-F, 103.3, 105 KW @ 2980, BTFL MUS (FM-100)	MBS	$31.00	(Buckley)
KTMS-F, 97.5, 18 KW @ 2900, AOR	Source	$15.50	(Howard)

SANTA FE

Market # 323/Pop: 70,700
APR 15.5

Revenue : NA
Income : NA

Diaries: 582
FM SHARE: 61.80%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KWXL-F	13/13.7	6.5	6.6
2. KKJY-F	12/12.6	7.6	6.6
KFMG-F	12/12.6	7.6	3.9
4. KTRC	11/11.6	12.0	7.9

12+ CUME	
1. KVSF-F	178
2. KFMG-F	168
3. KTRC	143
4. KWXL-F	131

Other Stations - See Albuquerque

KTRC, 1400, 1 KW/250 W, AC	ABC-I	$ 8.80	(Lotus)
KVSF, 1260, 5 KW/1 KW, CONTEMP	Source	$14.12	(PRO)

SANTA ROSA, CA

Market # 128/Pop: 305,900
APR 17.3

Revenue: $1,892,700
Income : $ 79,769

Diaries: 464
FM SHARE: 38.14%

12+ METRO	1/4/SHARE	FAL 80	A/M 80
1. KGO	39/9.1	10.1	11.4
2. KFRC	38/8.9	10.9	9.8
3. KNEW	36/8.4	8.5	6.1
4. KZST-F	28/6.5	6.2	3.8
KNBR	28/6.5	3.6	5.8

12+ CUME	
1. KFRC	636
2. KCBS	463
3. KGO	446
4. KNEW	430
5. KNBR	404

Other Stations - See San Francisco

KZST-F, 100.1, 3 KW @ 240, BTFL MUS (Bonne)		$18.25	(Selcom)

SIOUX CITY, IA

Market # 251/Pop: 122,400	Revenue : $2,194,267	Diaries: 317
APR 13.6	Income : $ 2,139	FM SHARE: 49.59%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KSEZ-F	38/29.2	25.0	20.8
2. KSCJ	21/16.2	22.6	15.7
KWSL	21/16.2	7.3	12.9
4. KBCM-F	12/ 9.2	9.8	16.3
5. KZZL-F	10/ 7.7	8.5	7.9

12+ TSA 1/4/CUME	
1. KSEZ-F	56/745
2. KBCM-F	39/473
3. KSCJ	32/529
4. KWSL	25/395
WNAX	25/393

WNAX - See Sioux Falls

KSCJ, 1360, 5 KW (DA-N), MOR	ABC-I, $13.00	(HR/Stone)	
KWSL, 1470, 5 KW (DA-2), AC	NBC, $10.17	(Torbet)	
KBCM-F, 95.5, 100 KW @ 898, COUNTRY	, $15.00	(PRO)	
KSEZ-F, 97.9, 62 KW @ 280, ROCK (TM)	ABC-F, $15.00	(Mc-Guild)	Sentry
KZZL-F, 99.5, 100 KW @ 794, BTFL MUS	, $15.00	(Market 4)	

SPRINGFIELD, IL

Market # 176/Pop: 190,000	Revenue : $1,330,829	Diaries: 372
APR 16.6	Income : $ 182,897	FM SHARE: 50.00%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WDBR-F	40/15.7	17.7	16.2
WTAX	40/15.7	18.5	17.4
3. WFMB-F	30/11.8	11.7	----
4. WVEM-F	23/ 9.0	6.0	8.3

12+ TSA 1/4/CUME	
1. WDBR-F	47/654
2. WTAX	40/521
3. WMAY	36/455
4. WCVS	32/582

WCVS, 1450, 1 KW/250 W, AC	ABC-C, $28.50	(Mc-Guild)	Eastern
WMAY, 970, 1 KW/500 W (DA-2), COUNTRY	NBC, $20.25	(HR/Stone)	Midwest Fam
WTAX, 1240, 1 KW/250 W, MOR (Drake-Chen)	CBS, $28.98	(Eastman)	Sentry
WDBR-F, 103.7, 20 KW @ 318, ROCK	, $28.98	(Eastman)	Sentry
WFMB-F, 104.5, 18 KW @ 427, COUNTRY	ABC-I, $28.50	(Mc-Guild)	Eastern
WVEM-F, 101.9, 50 KW @ 300, BTFL MUS	ABC-C, $13.00	(----)	

STAUNTON-WAYNESBORO, VA

Market # NA/Pop: 77,500 (12+)	Revenue : NA	Diaries: 250
APR 15.4	Income : NA	FM SHARE: 23.47%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WKDW	36/30.3	31.1	28.1
2. WTON	22/18.5	17.6	21.1
3. WSGM-F	17/14.3	12.6	11.4
4. WSVA	9/ 7.6	1.7	2.6

12+ TSA 1/4/CUME	
1. WKDW	40/357
2. WTON	22/339
3. WSGM-F	17/213
4. WSVA	11/187

WKDW, 900, 1 KW (DAYS), COUNTRY	, $ 9.50	(----)		
WTON, 1240, 1 KW/250 W, MOR	ABC-E, $ 7.00	(----)		
WSVA, 550, 5 KW/1 KW (DA-N), MOR	, $10.58	(PRO)	Gilmore	(HARRISONBURG)
WSGM-F 93.5, 3 KW @ 352, ROCK	, $ 7.70	(----)		

TEXARKANA, TX

Market # 243/Pop: 127,100	Revenue : $1,595,466	Diaries: 254
APR 14.1	Income : $ 287,279	FM SHARE: 38.06%

12+ METRO 1/4/SHARE	
1. KADO	33/22.4
2. KTFS	24/16.5
3. KOSY-F	21/14.3
4. KCMC	16/10.9
KADO-F	16/10.9

12+ TSA 1/4/CUME	
1. KADO	34/285
2. KOSY-F	24/336
KTFS	24/276
4. KCMC	18/301
5. KADO-F	16/175

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TEXARKANA, TX

(con't)

KADO, 940, 2.5 KW (DAYS), COUNTRY (TM)	ABC-E, $7.50	(Roberts)	
KCMC, 740, 1 KW (DA-1), COUNTRY	MBS, $8.00	(Masla)	
KTFS, 1400, 1 KW/250 W, ROCK	ABC-I, $7.00	(PRO)	
KADO-F, 107.1, 3 KW @ 160, BLACK	ABC-C, $7.50	(Roberts)	
KOSY-F, 102.5, 35 KW @ 265, ROCK	, $8.75	(Savalli)	

TWIN FALLS, ID

Market # NA/Pop: 43,100 (12+) Revenue : NA Diaries: 243
APR 11.1 Income : NA FM SHARE: 47.83%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KLIX	20/41.7	42.2	29.2
2. KFMA-F	8/16.7	13.3	10.8
3. KMTW-F	7/14.6	20.0	21.5
4. KEZJ-F	5/10.4	8.9	10.8

12+ TSA 1/4/CUME	
1. KLIX	31/331
2. KFMA-F	19/253
3. KMTW-F	13/182
4. KEZJ-F	7/135

KLIX, 1310, 5 KW/1 KW (DA-N), COUNTRY	ABC-I, $15.15	(Eastman)	
KEZJ-F, 95.7, 50 KW @ 680, COUNTRY (TM)	, $10.19	(Buckley)	Capps
KFMA-F, 102.9, 100 KW @ 760, ROCK (Century 21)	, $ 7.00	(Moore)	(JEROME)
KMTW-F, 96.5, 100 KW @ 130, CONTEMP	MBS, $ 9.00	(Eastman)	

VICTORIA, TX

Market # 325/Pop: 70,200 Revenue : NA Diaries: 226
APR 13.5 Income : NA FM SHARE: 50.77%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. KVIC-F	19/25.3	7.7	8.8
2. KNAL	12/16.0	21.5	26.5
KZEU-F	12/16.0	----	----
4. KCWM	8/10.7	38.5	29.4

12+ TSA 1/4/CUME	
1. KVIC-F	25/329
2. KZEU-F	17/238
3. KNAL	14/252
4. KCWM	9/185

KCWM, 1340, 1 KW, COUNTRY (Drake-Chen)	, $11.75	(Mc-Guild)	Mayes
KNAL, 1410, 500 W (DA-N), COUNTRY	MBS, $ 9.50	(PRO)	
KVIC-F, 95.1, 57 KW @ 500, ROCK	, $11.75	(Mc-Guild)	Mayes
KZEU-F, 107.9, 49 KW @ 485, CONTEMP (Century 21)	, $ 8.25	(----)	

WATERBURY, CT

Market # 163/Pop: 220,400 Revenue : $2,165,636 Diaries: 406
APR 16.4 Income : $ -246,988 FM SHARE: 53.56%

12+ METRO 1/4/SHARE		A/M 80	A/M 79
1. WATR	38/11.9	13.2	9.6
2. WKCI-F	36/11.3	4.6	2.7
3. WTIC	30/ 9.4	7.9	16.0
4. WKSS-F	23/ 7.2	8.9	8.9
5. WHCN-F	22/ 6.9	4.9	2.0

12+ TSA 1/4/CUME	
1. WKCI-F	158/2144
2. WEZN-F	153/1618
3. WELI	112/1457
4. WNBC	111/2253
5. WTIC	101/1444

Other Stations - See New York, New Haven or Bridgeport

WATR, 1320, 5 KW/1 KW (DA-2), MOR	ABC-I, $? ?	(CBS/FM)

WATERTOWN, NY

Market # 290/Pop: 90,200
APR 16.0

Revenue : NA
Income : NA

Diaries: 227
FM SHARE: 37.11%

12+ METRO	1/4/SHARE	A/M 80
1. WTNY	38/33.3	31.4
2. WNCQ-F	22/19.3	16.9
3. WATN	12/10.5	5.1
4. WOTT	9/ 7.9	16.9

12+ TSA	1/4/CUME
1. WNCQ-F	48/375
2. WTNY	45/507
3. WATN	12/233
4. WOTT	9/236

WATN, 1240, 1 KW/250 W, AC	MBS,NBC,	$12.00	(Market 4)
WOTT, 1410, 5 KW/1 KW (DA-N), ROCK	,	$ 9.50	(Selcom)
WTNY, 790, 1 KW (DA-N), MOR	CBS,	$18.88	(Mc-Guild)
WNCQ-F, 97.5, 41 KW @ 285, COUNTRY	,	$ 9.50	(Selcom)

WENATCHEE, WA

Market # NA/Pop: 57,300 (12+)
APR 16.1

Revenue: NA
Income : NA

Diaries: 268
FM SHARE: 24.00%

12+ METRO	1/4/SHARE	FAL 80
1. KPQ	26/28.3	36.5
2. KUEN	18/19.6	12.2
3. KPQ-F	17/18.5	13.5
4. KWWW	12/13.0	21.6

12+ TSA	1/4/CUME
1. KPQ	33/499
2. KPQ-F	32/366
3. KUEN	18/149
4. KWWW	13/156

KPQ, 560, 5 KW (DA-N), AC	ABC-I,	$ NA*	(Howard)
KPQ-F, 102.1, 35 KW @ ? ?, BTFL MUS (FM-100)	CBS,	$ NA*	(Howard)
KUEN, 900, 1 KW (DAYS), COUNTRY	MBS,	$9.00	(Moore)
KWWW, 1340, 1 KW/250 W, ROCK (TM)	RKO,	$9.50	(PRO)

*If you want a real treat look at this station's rate card in SRDS and try to figure it out. Rubick's Cube is easier to handle. They also hype their antenna height.

WICHITA FALLS, TX

Market # 231/Pop: 134,400
APR 15.5

Revenue : $1,646,122
Income : $ 143,969

Diaries: 294
FM SHARE: 67.92%

12+ METRO	1/4/SHARE	A/M 80	A/M 79
1. KLUR-F	64/38.3	32.1	20.6
2. KKQV-F	33/19.8	10.2	8.8
3. KWFT	15/ 9.0	11.7	10.0
4. KNIN	13/ 7.8	9.5	10.6
5. KBID-F	11/ 6.6	10.2	13.8

12+ TSA	1/4/CUME
1. KLUR-F	94/849
2. WBAP	63/801
3. KKQV-F	38/468
4. KNIN	31/589
5. KWFT	28/423

WBAP - See Dallas

KNIN, 990, 10 KW/1 KW (DA-2), CONTEMP	ABC-C,	$12.00	(Torbet)
KWFT, 620, 5 KW (DA-N), MOR	CBS,	$12.00	(Buckley)
KBID-F, 92.9, 100 KW @ 925, ? ?	MBS,	$13.25	(----)
KKQV-F, 103.3, 100 KW @ 440, CONTEMP	RKO,	$? ?	(MMR)
KLUR-F, 99.9, 100 KW @ 820, COUNTRY	ABC-I,	$19.50	(Selcom)

WILLIAMSPORT, PA

Market # 255/Pop: 114,900
APR 18.9

Revenue : $1,655,689
Income : $ 13,818

Diaries:249
FM SHARE: 49.69%

12+ METRO	1/4/SHARE	A/M 80
1. WILQ-F	40/21.6	22.7
2. WMPT+	25/13.5	12.9
WWPA	25/13.5	14.4
4. WKSB-F	23/12.4	12.1
5. WLYC	20/10.8	6.8
6. WRAK	18/ 9.7	9.1

12+ TSA	1/4/CUME
1. WILQ-F	59/787
2. WKSB-F	47/526
3. WMPT+	26/461
WWPA	26/376
5. WLYC	22/207
6. WRAK	20/340

SEE FOLLOWING PAGE

WILLIAMSPORT, PA

(con't)

WLYC, 1050, 1 KW (DAYS), MOR , $12.64 (PRO)
WWPA, 1340, 1 KW/250 W, AC CBS, $10.00 (Devney)
WRAK, 1400, 1 KW/250 W, COUNTRY NBC, $12.00 (Buckley)
WMPT+, 1450, 1 KW/250 W, CONTEMP ABC-C, $ 6.10 (Market 4)
WILQ-F, 105.1, 3.8 KW @ 1300, COUNTRY , $16.17 (PRO)
WKSB-F, 102.7, 53 KW @ 1300, ROCK (Drake-Chen) ABC-E, $12.00 (Buckley)

YUMA, AZ

Market # 301, Pop: 85,400
APR 15.4

Revenue : NA
Income : NA

Diaries: 240
FM SHARE: 62.77%

12+ METRO 1/4/SHARE		A/M 80
1. KJOK-F	35/31.8	15.6
2. KTTI-F	23/20.9	22.2
3. KVOY	18/16.4	18.9
4. KBLU	16/14.5	12.2

12+ CUME	
1. KJOK-F	294
2. KBLU	274
3. KTTI-F	208
4. KVOY	201

KBLU, 560, 1 KW (DA-N), AC NBC, $ 8.00 (Torbet)
KVOY, 1400, 1 KW/250 W, MOR ABC-I, $ 9.50 (PRO)
KJOK-F, 93.1, 30 KW @ 74, ROCK (Century 21) , $ 9.50 (PRO)
KTTI-F, 95.1, 25 KW @ 76, BTFL MUS (Bonne) CBS, $10.50 (Buckley)

METRO SHARE LEADERS-ARB CONDENSED MARKETS

1.	WJIZ-F	Albany,GA	43.5
2.	KLIX	Twin Falls,ID	42.2
3.	KLAW-F	Lawton,OK	41.6
4.	KCJB	Minot,ND	38.4
5.	KLUR-F	Wichita Falls,TX	38.3
6.	WJLS	Beckley,WV	35.1
7.	KISR-F	Ft. Smith,ARK	35.0
8.	WXIL-F	Parkersburg,WV	34.8
9.	KATI	Casper,WY	34.4
10.	KDTH	Dubuque,IA	33.3
	KQIX-F	Grand Junction,CO	33.3
	WTNY	Watertown,NY	33.3
13.	KBMR	Bismarck,ND	32.7
14.	KJOK-F	Yuma,AZ	31.8
15.	KYEA-F	Monroe,LA	31.7
16.	KIZZ-F	Minot,ND	31.5

MEDIASTAT NON-MONTHLY" REPORTS

TROY, ALABAMA (Spring 81, 6A-7P, M-S)

1. WTBF	29.3	970, 5 KW/500W, CONTEMP	MBS, $ 5.00	(Southern)	
2. WKMX-F	18.8	106.7, 100 KW @ 432, CONTEMP	, $10.12	(Bolton)	(ENTERPRISE)
3. WTSU-F	8.5	89.9, 100 KW @ 560, CLASS/BTFL	, $-----	(------)	
4. WRES-F	6.3	105.7, 100 KW @ 372, COUNTRY	, $ 6.25	(Busby)	
5. WBAM	6.1	SEE MONTGOMERY			

PINE BLUFF, ARK (Winter 81, 6A-7P, M-F)

1. KOTN	22.8	1490, 1 KW/250 W, TALK/MOR	, $10.00	(Walton)
2. KCAT	17.3	1340, 1 KW/250 W, BLACK	SBN, $ 6.00	(Midsouth)
3. KSSN-F	10.0	SEE LITTLE ROCK		
4. KFXE-F	8.4	92.3, 28 KW @ 150, CONTEMP	, $10.00	(Walton)
5. KCLA	7.1	1400, 1 KW/250 W, COUNTRY	, $11.50	(Riley)
6. KAAY	6.7	SEE LITTLE ROCK		

ASPEN, CO (Winter 81, 6A-7P, M-S)

1. KSPN-F	73.2	97.7, 3 KW @ 84, CONTEMP	ABC-I, $22.00	(McGuire)
2. KSNO	18.7	1260, 5 KW (DAYS), COUNTRY	CBS, $16.00	(Masla)
3. KQIX-F	3.2	SEE GRAND JUNCTION ARB CONDENSED REPORT		
4. KREX-F	3.0	SEE GRAND JUNCTION ARB CONDENSED REPORT		

BOULDER CO (Fall 80, 6A-7P, M-S)

1. KBCO-F	9.8	97.3, 25 KW @ 1860, AOR	, $37.00	(Masla)
2. KOSI-F	9.2	SEE DENVER		
3. KOAQ-F	8.4	SEE DENVER		
4. KBPI-F	6.5	SEE DENVER		
5. KIMN	6.1	SEE DENVER		
6. KHOW+	6.0	SEE DENVER		

CANAAN-LITCHFIELD, CT (Spring 81, 6A-7P, M-F)

1. WTIC	28.1	SEE HARTFORD			
2. WHCN-F	10.6	SEE HARTFORD			
3. WKSS-F	10.2	SEE HARTFORD			
4. WSNG	8.3	610, 1 KW/500W (DA-2), MOR	MBS, $18.00	(Roslin)	(TORRINGTON)
5. WTIC-F	4.9	SEE HARTFORD			

DOVER, DE (Fall 80, 6A-7P, M-S)

1. WDSD-F	17.8	94.7, 50 KW @ 400, COUNTRY	MBS, $10.00	(Masla)	Rau
2. WSTW-F	15.0	SEE WILMINGTON			
3. WDOV	10.0	1410, 5 KW (DA-N), MOR	MBS, $11.75	(Masla)	Rau
4. WKEN	9.5	1600, 5 KW/1 KW (DA-2), MOR	ABC-E, $ 7.60	(----)	
5. WAFL-F	9.3	97.7, 3 KW @ 279, COUNTRY	, $ 9.00	(----)	(MILFORD)
6. WYSP-F	9.1	SEE PHILADELPHIA			

NAPLES, FL (Winter 81, 6A-7P, M-S)

1. WCVU-F	36.0	94.5, 100 KW @ 689, BTFL MUS	, $32.50	(Blair)	Palmer
2. WNOG	21.7	1270, 500W (DA-N), MOR	CBS,MBS, $14.50	(Blair)	Palmer
3. WLEQ-F	13.0	SEE FORT MEYERS ARB CRMR			
4. WRGI-F	11.4	93.5, 3 KW @ 300, ROCK	, $11.45	(Smith)	
5. WSGL-F	10.1	17.7, 2 KW @ 384, COUNTRY	NBC, $11.50	(HR/Stone)	

CHARLESTON, ILL (Spring 81, 6A-7P, M-S)

1. WEIC-F	19.0	92.1, 2 KW @ 180, ROCK		$12.75	(Savalli)		
2. WLS	12.0	SEE CHICAGO					
3. WEIC	11.9	1270, 1 KW/500 W (DA-2), MOR	CBS	$12.75	(Savalli)		
4. WMAQ	11.0	SEE CHICAGO					
5. WLBH-F	10.4	96.9, 50 KW @ 500, BTFL MUS		$ 8.25	(Pates)	Livesay	(MATTOON)
6. WLBH	10.1	1170, 5 KW (DAYS), TALK/MOR		$ 9.75	(Pates)	Livesay	(MATTOON)

JACKSONVILLE, ILL (Spring 81, 6A-7P, M-S)

1. WLDS	19.6	1180, 1 KW (DAYS), MOR		$12.00	(-----)
2. WJIL	13.4	1550, 1 KW (DA,DAYS), COUNTRY	ABC-I	$11.00	(Walton)
3. WFMB-F	7.6	SEE SPRINGFIELD CRMR			
4. WDBR-F	7.3	SEE SPRINGFIELD CRMR			
5. WEAI-F	6.9	100.5, 10 KW @ 330, ROCK		$ 9.50	(----)

ANDERSON, IND (Spring 81, 6A-7P, M-S)

1. WLHN-F	14.8	97.9, 50 KW @ 534, MOR/BTFL		$17.00	(Regional)	Eastern
2. WAXT-F	14.2	96.7, 3 KW @ 306, COUNTRY	NBC	$ 8.00	(----)	(ALEXANDRIA)
3. WFBQ-F	11.5	SEE INDIANAPOLIS				
4. WIKS-F	11.1	SEE INDIANAPOLIS				
5. WNAP-F	8.4	SEE INDIANAPOLIS				
6. WHBU	7.4	1240, 1 KW/250 W, COUNTRY/MOR	CBS	$12.00	(Smith)	

BLOOMINGTON, IND (Fall 80, 6A-7P, M-F)

1. WTTS	25.2	1370, 5 KW/500 W (DA-2) CONTEMP/AC	ABC-E	$11.26	(PRO)	Sarkes-Tarzian
2. WGTC-F	22.3	92.3, 37 KW @ 1091, COUNTRY		$10.21	(PRO)	Sarkes-Tarzian
3. WBWB-F	10.8	96.7, 1.6 KW @ 439, ROCK		$ 9.00	(----)	
4. WFBQ-F	9.8	SEE INDIANAPOLIS				
5. WNAP-F	9.7	SEE INDIANAPOLIS				

KOKOMO, IND (Summer 80, 5A-7P, M-F)

1. WWKI-F	31.8	100.5, 20 KW @ 480, COUNTRY		$17.50	(----)	
2. WIOU	15.6	1350, 5 KW/1 KW (DA-2), AC/MOR	ABC-I	$18.00	(Torbet)	Booth
3. WZWZ-F	13.9	93.5, 3 KW @ 300, ROCK		$15.00	(Torbet)	Booth
4. WFBQ-F	8.8	SEE INDIANAPOLIS				
5. WXTZ-F	6.8	SEE INDIANAPOLIS				

MARION, IND

1. WBAT	18.0	1400, 1 KW/250 W (DA-D), MOR	CBS	$10.00	(----)	Central
2. WFBQ-F	15.3	SEE INDIANAPOLIS				
3. WMRI-F	13.6	106.9, 50 KW @ 300, BTFL MUS		$ 9.50	(Regional)	
4. WWKI-F	13.4	SEE KOKOMO MEDIASTAT				
5. WLBC-F	12.3	SEE MUNCIE MEDIASTAT				

VALPARAISO, IND (Winter 81, 6A-7P, M-S)

1. WLOO-F	9.4	SEE CHICAGO
2. WLS	8.3	SEE CHICAGO
3. WMAQ	8.1	SEE CHICAGO
4. WKQX-F	7.5	SEE CHICAGO
5. WLS-F	7.1	SEE CHICAGO
6. WMET-F	6.9	SEE CHICAGO

MURRAY, KY (Winter 81, 6A-7P, M-S)

1. WNBS	35.5	1340, 1 KW/250 W, COUNTRY	ABC-I, $ 6.70	(----)	
2. WKOA-F	17.0	100.3, 100 KW @ 602, ROCK	, $ 9.00	(Regional) (HOPKINSVILLE)	
3. WAAW-F	13.4	103.7, 100 KW @ 300, CONTEMP	ABC-F, $ 8.00	(----)	
4. WKYQ-F	10.8	93.3, 31 KW @ 440, COUNTRY	, $? ?	(Mc-Guild)	(PADUCAH
5. WSJP	7.5	1130, 1 KW (DAYS), COUNTRY	, $ 6.00	(----)	

CROWLEY, LA (Winter 81, 6A-7P, M-S)

1. KSIG	26.5	1450, 1 KW/250 W, COUNTRY/ACJUN	ABC-C, $ 7.05	(Smith)
2. KTDY-F	15.0	SEE LAFAYETTE		
3. KASC-F	10.1	SEE LAFAYETTE		
4. KSMB-F	10.0	SEE LAFAYETTE		
5. KAJN-F+	8.3	102.9, 100 KW @ 1507, GOSPEL	, $ 8.50	(Miller)
6. KVOL	8.1	SEE LAFAYETTE		

LEESVILLE, LA (Winter 81, 6A-7P, M-S)

1. KVVP-F	24.8	105.5, 3 KW @ 300, ROCK/COUNTRY	MBS, $ 5.00	(----)
2. KJAE-F	20.3	NO INFO AVAILABLE		
3. KSNS-F	18.3	SEE LAKE CHARLES ARB CRMR		

AROOSTOOK COUNTY, ME (Winter 81, 6A-7P, M-S)

1. WEGP	24.5	1390, 5 KW (DA-N), CONTEMP	, $ 8.40	(Masla)	(PRESQUE ISLE)
2. WHOU-F+	15.3	100.1, 3 KW @ 420,	ABC-C, $ 5.25	(Smith)	(HOULTON)
3. WTMS-F	12.2	96.1, 100 KW @ 1310, BTFL MUS	MBS, $ 8.25	(Masla)	(PRESQUE ISLE)
4. WDHP-F	11.8	96.9, 100 KW @ 500, ROCK	, $ 6.00	(Savalli)	(PRESQUE ISLE)

CAMBRIDGE, MD (Fall 80, 6A-7P, M-F)

1. WCEM	21.3	1240, 1 KW/250 W, MOR	, $10.75	(Market 4)
2. WCTD-F	10.4	NO INFO AVAILABLE		
3. WPOC-F	8.7	SEE BALTIMORE		
4. WCAO	7.7	SEE BALTIMORE		

SALISBURY,MD - GEORGETOWN, DE (Spring 81, 6A-7P, M-S)

1. WKHI-F	16.2	99.9, 50 KW @ 319, ROCK	, $19.50	(----)	(OCEAN CITY)
2. WQHQ-F	14.3	104.7, 33 KW @ 610, BTFL MUS	, $23.80	(PRO)	(SALISBURY)
3. WICO-F	10.6	94.3, 3 KW @ 150, COUNTRY	, $ 8.00	(----)	(SALISBURY)
4. WSBY	10.0	960, 5 KW/1 KW (DA-2), MOR	CBS, $23.80	(PRO)	(SALISBURY)
5. WSEA-F	6.9	93.5, 3 KW @ 350, CONTEMP	MBS, $11.50	(Pates)	(GEORGETOWN)

JACKSON,MI (Spring 81, 6A-7P, M-F)

1. WJXQ-F	28.9	106.1, 50 KW @ 500, AOR	, $19.50	(Christal)	Patten
2. WJR	15.4	SEE DETROIT			
3. WXCM	12.9	1450, 1 KW/250 W, COUNTRY	ABC-E, $11.75	(Torbet)	Booth
4. WKHM	10.8	970, 1 KW (DA-2), MOR	CBS, $12.90	(Masla)	Patten
5. WIBM-F	8.6	94.1, 50 KW @ 342, CONTEMP	ABC-F, $12.30	(Torbet)	Booth

MARQUETTE, MI (Winter 81, 6A-7P, M-S)

1. WJPD-F+	24.2	92.3, 100 KW @ 470, COUNTRY	, $11.20	(Masla)	Halker (ISHPEMING)
2. WUUN-F	23.9	100.1, 3 KW @ 370, ROCK	, $13.20	(PRO)	(ISHPEMING)
3. WMQT-F	22.7	NO CURRENT INFO AVAILABLE			
4. WDMJ	7.0	1320, 5 KW (DA-N), MOR	ABC-E, $10.00	(Buckley)	
5. WFNN-F	6.2	104.7, 100 KW @ 400, ROCK	, $ 8.50	(Masla)	(ESCANABA)
6. WUPY	6.0	970, 5 KW (DAYS), TALK/CONT	, $11.50	(----)	(ISHPEMING)

MOUNT PLEASANT, MI (Spring 81, 6A-7P, Mon-Sat)

1. WCEN-F	21.2	94.5, 16 KW @ 220, COUNTRY	, $ 9.00	(Mich Spot)	
2. WCFX-F	17.1	95.3, 3 KW @ 160, CONTEMP	RKO, $ 6.00	(Pearse)	(CLARE)
3. WMHW-F	16.9	NO CURRENT INFO AVAILABLE			
4. WHNN-F	14.0	SEE SAGINAW			
5. WCEN	11.4	1150, 1 KW (DA-N), MOR	MBS, $11.30	(Mich Spot)	

NILES, MI (Winter 81, 6A-7P, M-S)

1. WNIL	25.1	1290, 500 W (DAYS), MOR	MBS, $ 8.00	(Mich Spot)
2. WNDU-F	19.7	SEE SOUTH BEND		
3. WAOR-F	9.1	95.3, 3 KW @ 330, AOR	, $ 7.00	(Mich Spot)
4. WMAQ	8.5	SEE CHICAGO		
5. WWJY-F	7.8	SEE SOUTH BEND		

MERIDIAN, MS

1. WJDQ-F	26.9	101.3, 100 KW @ 580, ROCK	ABC-C, $ 9.50	(Masla)	
2. WOKK	26.8	910, 5 KW/1 KW, COUNTRY	ABC-I, $10.80	(Savalli)	New South
3. WALT-F	15.0	97.1, 100 KW @ 330, CONTEMP	ABC-F, $ 9.91	(Torbet)	New South

OXFORD, MS (Winter 81, 6A-7P, M-S)

1. WOOR-F	31.5	97.5, 25 KW @ 265, ? ?	, $ 4.50	(----)
2. WZXR-F	21.2	SEE MEMPHIS		
3. WSUH	12.3	1420, 1 KW (DAYS), ? ?	, $ 4.50	(----)
4. WMC-F	12.0	SEE MEMPHIS		

BUTTE, Mont (Summer 80, 6A-7P, M-S)

1. KQUY-F	38.8	NO CURRENT INFO AVAILABLE			
2. KBOW	17.9	550, 5 KW (DA-N), AC/MOR	CBS, $ 7.60	(Eastman)	
3. KANA	14.9	580, 1 KW (DAYS), COUNTRY	, $ 4.25	(Masla)	(ANACONDA)
4. KXLF	14.8	1370, 5 KW, CONTEMP	ABC, $ 6.00	(Moore)	Garryowen
5. KOPR-F	8.4	94.1, 28 KW @ 1840, BTFL	ABC-I, $ 5.70	(Eastman)	

FRANKLIN, NH (Fall 80, 6A-7P, M-S)

1. WFTN	44.2	1240, 1 KW/250 W, MOR	ABC-E, $ 9.50	(PRO)	
2. WOKQ-F	9.9	SEE MANCHESTER			
3. WLNH-F	7.7	98.3, 3 KW @ 300, CONTEMP	, $11.75	(Torbet)	Sconnix (LACONIA)
4. WHOM-F	6.3	SEE PORTLAND, ME			

HOBBS, NM (Spring 81, 6A-7P, M-S)

1.	KYKK-F	31.4	94.1, 100 KW @ 400, ROCK	ABC-F,	$ 8.50	(Milam)	Noelmark
2.	KPER-F	26.6	95.7, 36 KW @ 115, COUNTRY	,	$ 8.00	(Savalli)	
3.	KUUX	13.2	1480, 5 KW/1 KW (DA-N), COUNTRY	MBS,	$ 6.69	(----)	
4.	KCIA	10.7	1110, 1 KW (DAYS), COUNTRY (?)	ABC-I,	$ 6.00	(Milam)	Noelmark
5.	KLEA+	8.1	630, 500 W (DAYS), COUNTRY	,	$ 5.75	(Oakes)	

ROSWELL, NM (Winter 81, 6A-7P, M-F)

1.	KRSY	27.4	1230, 1 KW/250 W, COUNTRY	MBS,	$ 5.00	(Torbet)
2.	KRIZ-F	22.8	97.1, 25 KW @ 235, CONTEMP	,	$ 5.25	(Torbet)
3.	KBIM	21.7	910, 5 KW/500 W, CONTEMP	ABC-I,	$ 7.50	(PRO)
4.	KBIM-F	19.2	94.9, 100 KW @ 1600, BTFL MUS	,	$ 6.50	(PRO)

ELMIRA, NY (Fall 80, 6A-7P, M-F)

1.	WENY	23.8	1230, 1 KW/250 W, MOR	NBC,	$26.75	(Mc-Guild)	Green
2.	WLVY-F	19.3	94.3, 950 W @ 480, ROCK (TM)	,	$ 7.55	(Savalli)	
3.	WQIX-F	11.7	100.9, 3 KW @ 245, COUNTRY	,	$12.00	(Market 4)	
4.	WELM	11.1	1410, 1 KW/500 W (DA-N), MOR	CBS,	$ 9.00	(Savalli)	
5.	WIQT	8.1	1000, 1 KW (DAYS), MOR	ABC-E,	$12.00	(Market 4)	
6.	WLEZ-F	7.2	92.7, 700 W @ 560, BTFL MUS	,	$26.75	(Mc-Guild)	Green

BURLINGTON, NC (Winter 81, 6A-7P, M-S)

1.	WBAG-F	33.4	93.9, 50 KW @ 230, ROCK	,	$ 8.00	(Southern)	
2.	WPCM-F	21.9	101.1, 100 KW @ 511, COUNTRY	,	$28.00	(Masla)	Rau

ROANOKE RAPIDS, NC (Winter 81, 6A-7P, M-S)

1.	WCBT	30.0	1230, 1 KW/250 W, CONTEMP	,	$ 5.50	(T-N)	
2.	WRSV-F	16.9	92.1, 1.7 KW @ 380, BLACK	,	$ 3.00	(Southern)	(ROCKY MOUNT)
3.	WSMY	16.7	1400, 1 KW/250 W, MOR	,	$ 4.50	(Southern)	
4.	WPTM-F	15.6	102.3, 3 KW @ 300, COUNTRY	,	$ 4.50	(Southern)	

SHELBY, NC (Spring 81, 6A-7P, M-S)

1.	WXIK-F	14.2	96.1, 100 KW @ 286, CONTEMP	MBS,	$ 7.00	(Southern)
2.	WOHS	13.7	730, 1 KW (DAYS), COUNTRY	MBS,	$ 5.00	(Southern)
3.	WBCY-F	13.2	SEE CHARLOTTE			
4.	WROQ-F	11.6	SEE CHARLOTTE			

SOUTHERN PINES, NC (Winter 81, 6A-7P, M-F)

1.	WQDR-F	18.8	SEE RALEIGH			
2.	WIOZ-F	16.6	107.1, 3 KW @ 300, BTFL MUS	MBS,	$ 6.00	(Southern)
3.	WRAL-F	12.0	SEE RALEIGH			
4.	WUNC-F	9.4	NO RECENT INFO AVAILABLE			
5.	WQSM-F	8.0	SEE FAYETTEVILLE			

DICKINSON, ND (Fall 80, 6A-7P, M-S)

1.	KLTC	40.1	1460, 5 KW (DA-N), COUNTRY	,	$14.00	(Pates)
2.	KFYR	22.3	SEE BISMARCK			
3.	KDIX	20.7	1230, 1 KW, MOR	CBS,	$ 9.00	(----)

MINOT, ND (Summer 80, 6A-7P, M-F)

1. KCJB	33.3	910, 5 KW/1 KW (DA-2), COUNTRY	ABC-C,	$15.50	(Katz)	
2. KIZZ-F	21.9	93.7, 90 KW @ 600, CONTEMP	Source,	$12.10	(Masla)	Meyer
3. KKOA	18.8	1390, 5 KW/1 KW, COUNTRY	MBS,	$12.00	(PRO)	Ingstad
4. KTYN	12.1	1430, 5 KW, CONTEMP	,	$22.50	(Torbet)	

MIDDLETOWN, OH (Fall 80, 6A-7P, M-F)

1. WKRQ-F	12.9	SEE CINCINNATI				
2. WPFB	10.9	910, 1 KW/100 W, VARIETY	MBS,	$14.13	(Regional)	Braden
3. WWEZ-F	7.5	SEE CINCINNATI				
4. WSKS-F	7.1	SEE CINCINNATI				

ENID, OK (Fall 80, 6A-7P, M-S)

1. KNID-F	19.1	96.9, 76 KW @ 550, COUNTRY	,	$ 9.45	(Savalli)
2. KOFM-F	17.3	SEE OKLAHOMA CITY			
3. KCRC	16.1	1390, 1 KW, MOR	ABC-C,	$ 8.40	(Savalli)
4. KGWA	14.1	960, 1 KW, MOR/AC	CBS,	$ 7.75	(----)

INDIANA, PA (Winter 81, 6A-7P, M-F)

1. WDAD	22.5	1450, 1 KW/250 W, MOR	CBS,	$ 8.50	(----)
2. WQMU-F	19.8	103.1, 3 KW @ 156, SOFT ROCK	,	$ 7.25	(----)
3. KDKA	17.4	SEE PITTSBURGH			
4. WDVE-F	9.6	SEE PITTSBURGH			
5. WJAC	7.3	SEE JOHNSTOWN			

ANDERSON, SC (Fall 80, 6A-7P, Mon-Sun)

1. WANS-F	17.7	107.3, 100 KW @ 1008, ROCK	,	$? ?	(HR/Stone)
2. WFBC-F	16.1	SEE GREENVILLE			
3. WAIM-F	12.2	101.1, 100 KW @ 330, CONTEMP	,	$16.00	(----)
4. WHYZ	8.8	SEE GREENVILLE			
5. WSPA-F	7.0	SEE GREENVILLE			
6. WAIM	6.7	1230, 1 KW/250 W, COUNTRY	MBS,	$14.62	

GEORGETOWN, SC (Fall 80, Mon-Sun, 6A-7P)

1. WGMB-F	34.6	97.7, 3 KW @ 180, ROCK	ABC-C,	$ 5.25	(Southern)
2. WYAK-F	18.5	103.1, 3 KW @ 297, COUNTRY	,	$11.00	(----)
3. WGTN	11.6	1400, 1 KW/250 W, MOR	,	$ 4.00	(----)

ROCK HILL, SC (Fall 80, 6A-7P, M-F)

1. WBT	30.8	SEE CHARLOTTE				
2. WSOC-F	12.7	SEE CHARLOTTE				
3. WROQ-F	11.7	SEE CHARLOTTE				
4. WRHI	11.4	1340, 1 KW/250 W, AC	CBS,	$ 6.50	(----)	Gray

SUMTER, SC (Winter 81, 6A-7P, M-S)

1. WWDM-F	27.9	101.3, 100 KW @ 629, BLACK	SBN,	$20.50	(Howard)	
2. WDWQ-F	18.9	107.5, 100 KW @ 585, ROCK	,	$14.00	(Selcom)	(ST. GEORGE)
3. WNOK-F	10.7	SEE COLUMBIA, SC				
4. WSSC	7.7	1340, 1 KW/250 W, CONTEMP	ABC-C,	$ 6.64	(----)	
5. WFIG	6.8	1290, 1 KW (DA-N), COUNTRY	MBS,	$10.00	(Howard)	

ABERDEEN, SD (Fall 80, 6A-7P, M-F)

1.	KSDN	50.0	930, 5 KW/1 KW (DA-2), AC	ABC-C	$26.00	(Mc-Guild)	Laird
2.	KKAA	18.8	1560, 10 KW/5 KW (DA-2), COUNTRY	CBS	$20.00	(PRO)	
3.	KQAA-F	15.8	94.9, 100 KW @ 1283, ROCK		$11.50	(PRO)	
4.	KDBQ	8.9	1420, 1 KW (DAYS), AC	NBC	$14.10	(----)	

HURON, SD (Fall 80, 6A-7P, M-S)

1.	KIJV	50.0	1340, 1 KW, MOR		$ 7.25	(----)	Gazette
2.	KOKK	14.1	1190, 500 W (DAYS), COUNTRY	ABC-C	$ 5.25	(PRO)	
3.	KIJV-F	12.9	92.1, 3 KW @ 175, ROCK		$ 6.40	(----)	Gazette
4.	KDLO-F	8.0	96.9, 100 KW @ 1280, COUNTRY		$12.50	(Torbet)	Midcontinent (WATERTOWN)

MARSHALL, TX (Spring 81, 6A-7P, M-S)

1.	KWKH	14.3	SEE SHREVEPORT				
2.	KRMD-F	14.0	SEE SHREVEPORT				
3.	KROK-F	12.6	SEE SHREVEPORT				
4.	KMHT	10.2	1450, 1 KW/250 W, MOR	MBS	$ 6.70	(Masla)	
5.	KMHT-F	8.3	103.9, 3 KW @ 300, BTFL MUS		$ 7.80	(Masla)	
6.	KKYR	7.2	1410, 500 W (DA,DAYS), COUNTRY		$ 6.75	(Miller)	

TYLER, TX (Spring 81, 6A-7P, M-S)

1.	KZEY	21.8	690, 1 KW (DA,DAYS), BLACK	NBN	$13.00	(Howard)	
2.	KTBB	19.1	600, 1 KW (DA-N), MOR	ABC-I	$13.00	(Selcom)	Formby
3.	KROZ-F	13.5	92.1, 3 KW @ 280, ? ?		$13.00	(----)	
4.	KTYL-F	11.8	93.1, 100 KW @ 470, ROCK		$ 8.00	(----)	
5.	KYKX-F	9.1	105.7, 100 KW @ 950, COUNTRY		$16.00	(PRO)	(LONGVIEW)

WINCHESTER, VA (Winter 81, 6A-7P, M-S)

1.	WINC	16.3	1400, 1 KW/250 W, MOR	ABC-E	$ 7.65	(PRO)	
2.	WWDC-F	13.6	SEE WASHINGTON				
3.	WQUS-F	9.8	92.5, 22 KW @ 2200, COUNTRY	NBC	$ 6.65	(PRO)	
4.	WWOO-F	8.6	105.5, 3 KW @ 300, CONTEMP	ABC-I	$ 5.00	(----)	(BERRYVILLE)
5.	WFTR	7.2	1450, 1 KW/250 W, MOR/AC	NBC,MBS	$ 4.00	(----)	(FRONT ROYAL)

BELOIT, WI (Spring 81, 6A-7P, M-S)

1.	WBEL	23.0	1380, 5 KW (DA-N), MOR		$15.13	(PRO)	
2.	WZOK-F	19.6	SEE ROCKFORD				
3.	WMAQ	15.5	SEE CHICAGO				
4.	WYFE-F	8.6	SEE ROCKFORD				

RICE LAKE, WI (Fall 80, 6A-7P, M-S)

1.	WJMC	27.0	1240, 1 KW/250 W, MOR	MBS	$ 5.50	(PRO)	
2.	WJMC-F	14.7	96.3, 100 KW @ 575, BTFL		$ 4.80	(PRO)	
3.	WAXX-F	10.6	SEE EAU CLAIRE ARB CRMR				
4.	WAQE	10.5	NO INFORMATION AVAILABLE				
5.	WBIZ-F	9.0	SEE EAU CLAIRE ARB CRMR				

GILLETTE, WY (Spring 81, 6A-7P, M-S)

1. KIML	55.8	1270, 5 KW, MOR/COUNTRY	, $11.10	(----)	
2. KOLL-F	37.1	93.5, 3 KW @ 180, CONTEMP	ABC-F, $13.00	(Eastman)	

NORWALK, CT (Spring 81, 6A-7P, M-S)

1. WNLK	12.1	1350, 1 KW/500 W (DA-N), MOR	ABC-E, $22.00	(Lotus)	
2. WCBS	10.6	SEE NEW YORK			
3. WEZN-F	9.1	SEE BRIDGEPORT			
4. WNBC	7.0	SEE NEW YORK			
5. WOR	5.2	SEE NEW YORK			

COLUMBUS, MS (Summer 81, 6A-7P, M-S)

1. WKOR-F	16.5	92.1, 3 KW @ 500, CONTEMP	, $ 7.75	(Midsouth)	Charisma
2. WKOR	9.7	980, 1 KW (DAYS), AC	, $ 7.75	(Midsouth)	Charisma
3. WHKW-F	9.1	98.1, 100 KW @ 400, CONTEMP	, $ 6.80	(Bolton)	
4. WCAR	9.0	1050, 1 KW (DAYS), ROCK/BLACK	, $ 5.00	(Beaver)	
5. WJWF-F	6.7	103.1, 3 KW @ 265, RELIGION	, $ 6.00	(Bunchez)	

LIMA, OH (Summer 81, 6A-7P, M-S)

1. WIMA	27.9	1150, 1 KW (DA-N), MOR	ABC-E, $21.45	(Katz)	
2. WIMA-F	18.8	102.1, 15 KW @ 275, COUNTRY	, $20.00	(Katz)	
3. WLSR-F	8.4	104.9, 3 KW @ 220, BTFL MUS	ABC-F, $12.50	(PRO)	
4. CKLW	7.4	SEE DETROIT			

PETERSBURG, VA (Spring 81, 6A-7P, M-F)

1. WPLZ-F	19.2	99.3, 3 KW @ 290, BLACK	, $25.00	(Lotus)	
2. WRVQ-F	17.9	SEE RICHMOND			
3. WPVA-F	14.3	95.3, 3 KW @ 300, COUNTRY	ABC-E, $16.75	(Southern)	Brill
4. WRXL-F	8.9	SEE RICHMOND			

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